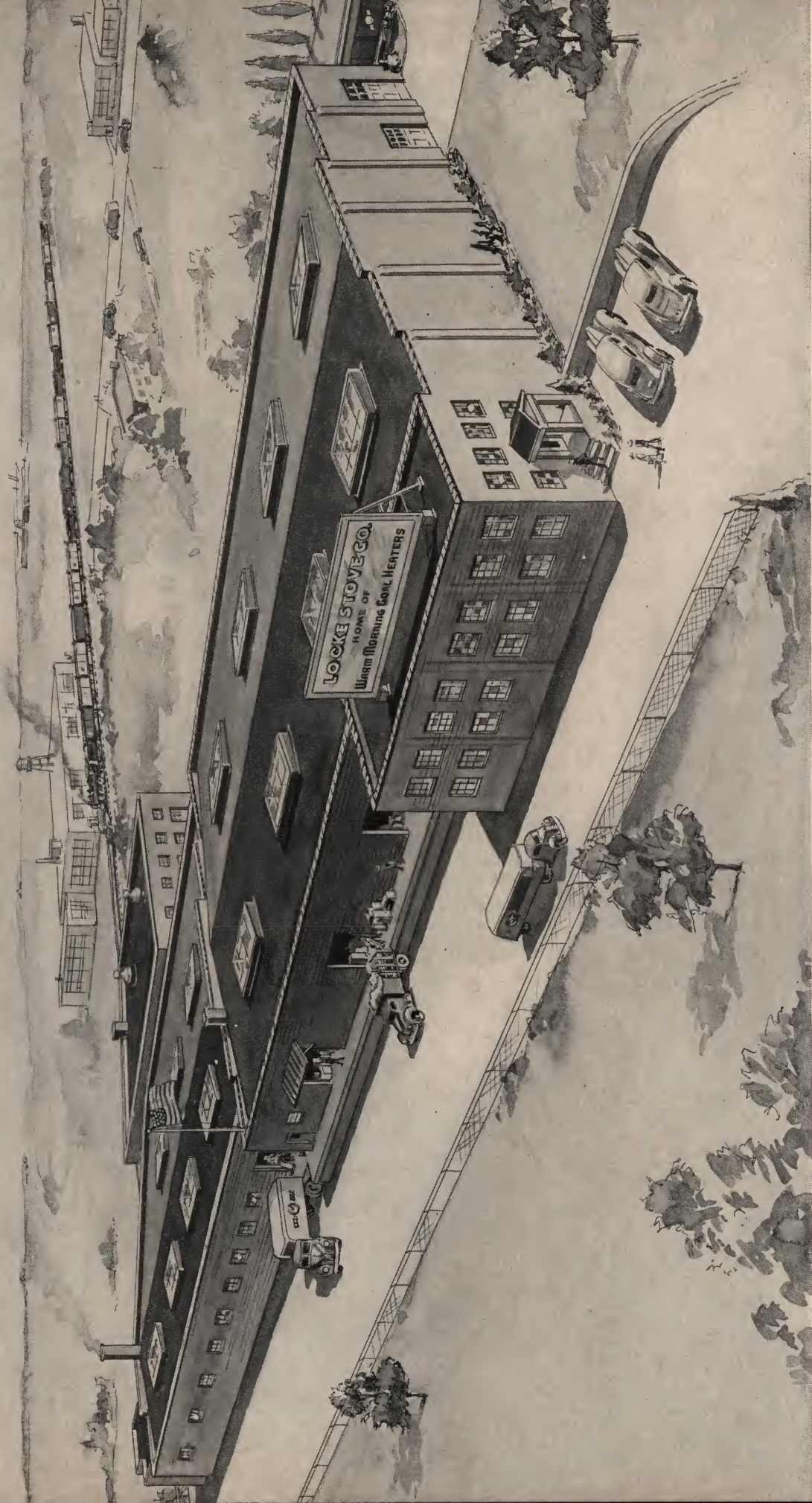


# WARM MORNING *Sales Manual*



*Advertising*  
DESIGNED FOR  
SUCCESSFUL SELLING





EAST ST. LOUIS, ILL., PLANT OF LOCKE STOVE COMPANY, MANUFACTURERS WARM MORNING COAL HEATERS



The Only Heater of Its Kind in the World!

Name Reg. in U. S. and Can. Pat. Off.

# WARM MORNING

## COAL HEATERS

More Than a Million in Use!

A spectacular sales record! The first WARM MORNING Coal Heater shipped on April 16, 1940—now, only eight years later, way over a million are in use—in every State—in Homes, Offices, Factories, Store Buildings, Schools, Churches, and in every type of building requiring comfortable, inexpensive, dependable heat.

WARM MORNING leads the field in coal heater sales—outsells all others! All models have EXCLUSIVE PATENTED interior construction; that's why WARM MORNINGS are described as "The only heaters of their kind in the world."

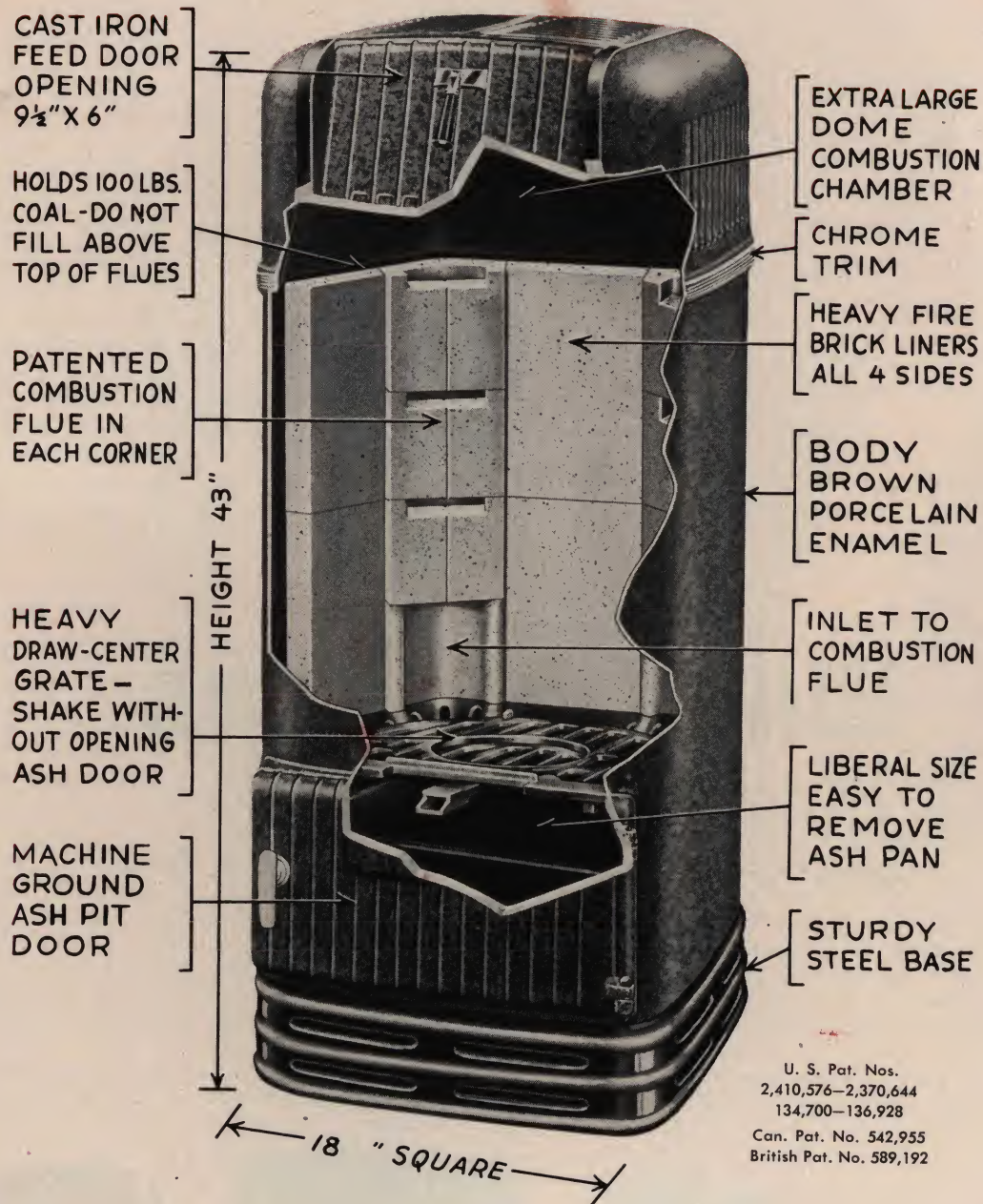
The sales of these famous heaters are now rapidly mounting toward the second million, and it is our hope that the merchandising suggestions contained in this manual will help you get your full share of this business.





# America's Most Beautiful Coal Heater

## NEW Model 818



The above cross-section illustration shows how well Model 818 has been engineered—and how sturdily it is constructed. It is compact in size, only 18" square and 43" high, yet holds 100 pounds of coal. It employs the use of 4 patented flue tile—one in each corner. The body is finished in beautiful brown porcelain enamel with chrome trim, black steel base. Equipped with 6" reversible collar, and 6" barometric draft control supplied with each heater. Shipping weight crated approximately 335 pounds.



Joins the Famous **WARM MORNING** Family!

## NEW MODEL 818

*A Beauty  
in Appearance!*

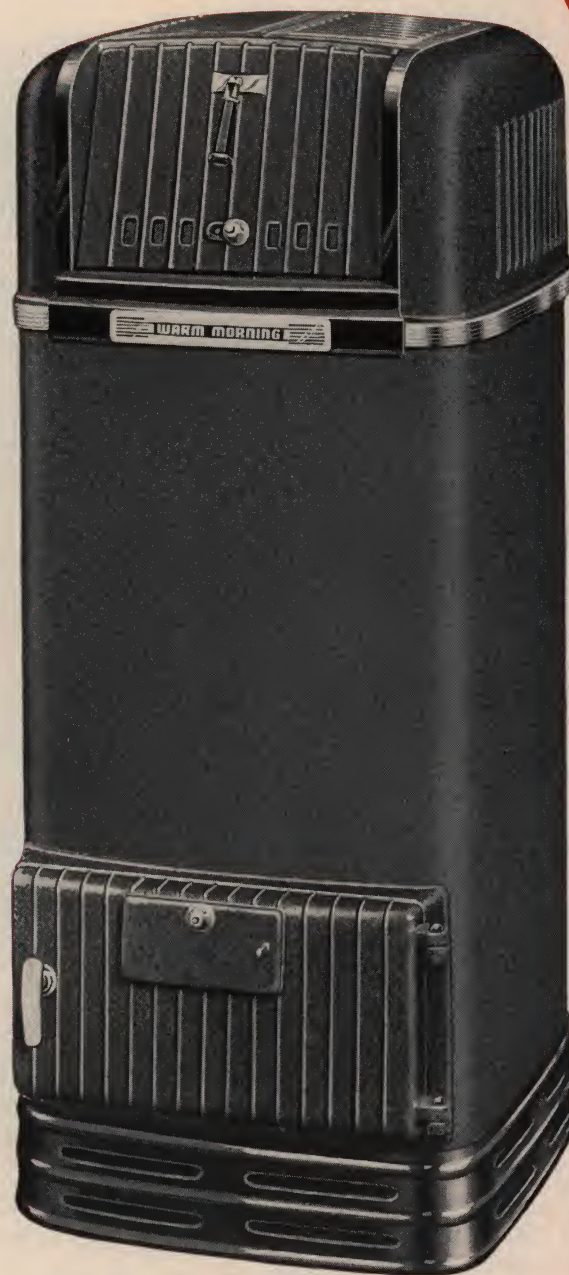
*A Beauty  
in Performance!*

Beauty—Quality—Utility—are all combined in this new model WARM MORNING which fills the demand for a square RADIANT heater that matches in appearance the finest home furnishings.

It has exclusive patented interior construction features and is covered by design patents. Its superior heating ability has already been proved through several years of testing.

Employing the semi-automatic, magazine principle, the coal feeds down of its own weight — coal gases are burned in the four patented combustion flues (one in each corner) and in the extra-large dome combustion chamber, assuring maximum heating value from every pound of coal. Burns any kind of coal, coke, briquets or wood. Heats all day and all night without refueling and will hold fire several days on closed draft.

Provides an abundance of clean, healthful, economical heat sufficient for the average home.

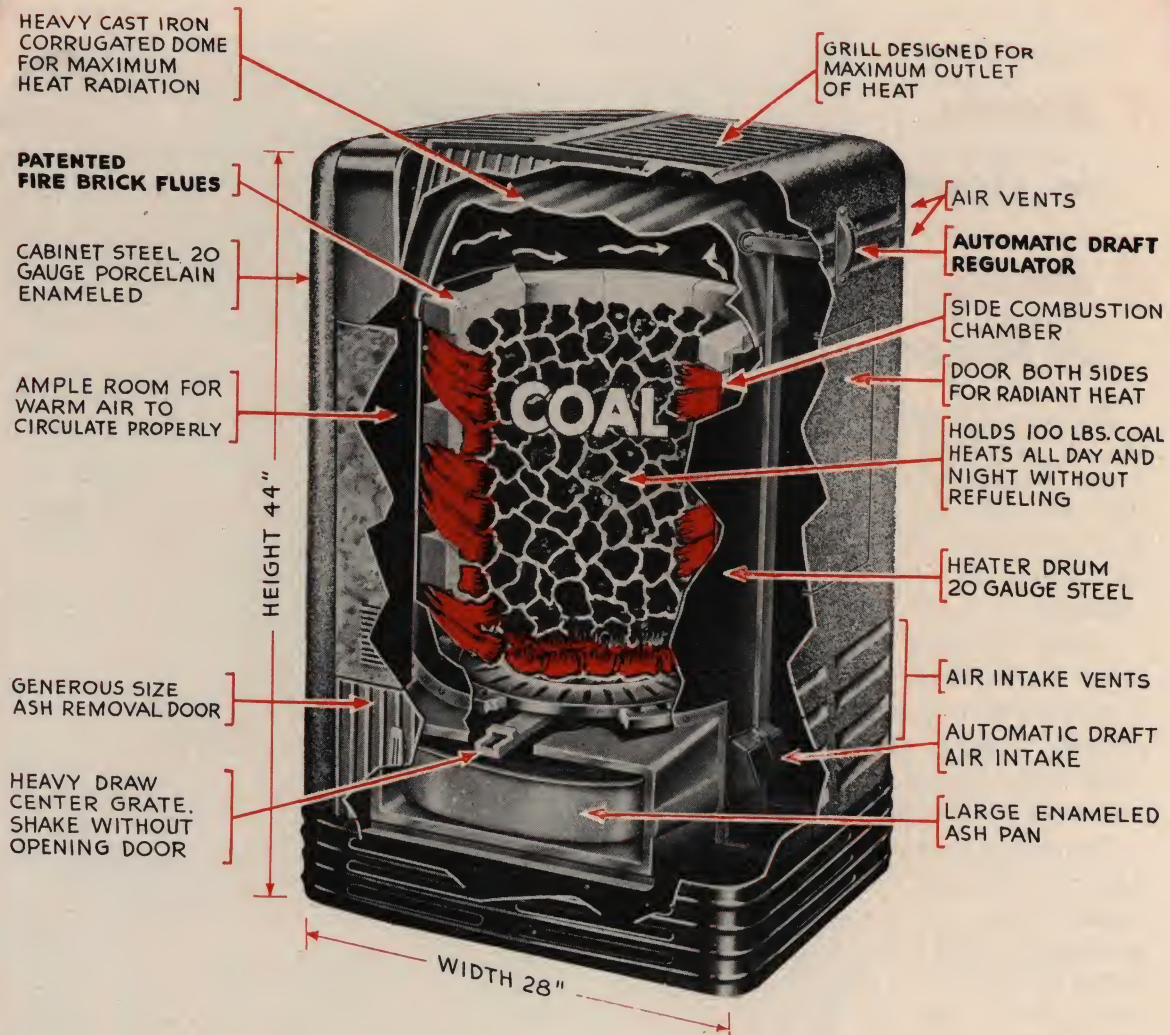


**MODEL 818**  
(100 lb. coal capacity)



# WARM MORNING Model 420-A

## Patented Interior Construction



The high quality of materials and workmanship used in Model 420-A is readily apparent from an examination of the heater. This patented heater does "double" duty. It serves as a cabinet or circulating heater and with the side doors open, furnishes quick, radiant heat.

It has many noteworthy features, as shown by the above sketch. One of the most recent and important improvements is the built-in automatic draft regulator.

This model supplies ample heat for the average home. It is 44" high, 28" wide, 23 $\frac{3}{4}$ " from front to back. Holds 100 pounds of coal. Is equipped with large easy-to fill water pan to assure proper humidity. Barometric draft control and reversible 7" smoke pipe collar included with each heater. Has large fully enameled ash pan. Shipping weight crated approximately 407 pounds.



# . . . The Deluxe Cabinet Model

## With Built-In Automatic Draft Regulator

Throughout the nation ever increasing thousands are buying this beautiful deluxe WARM MORNING cabinet heater — Model 420-A.

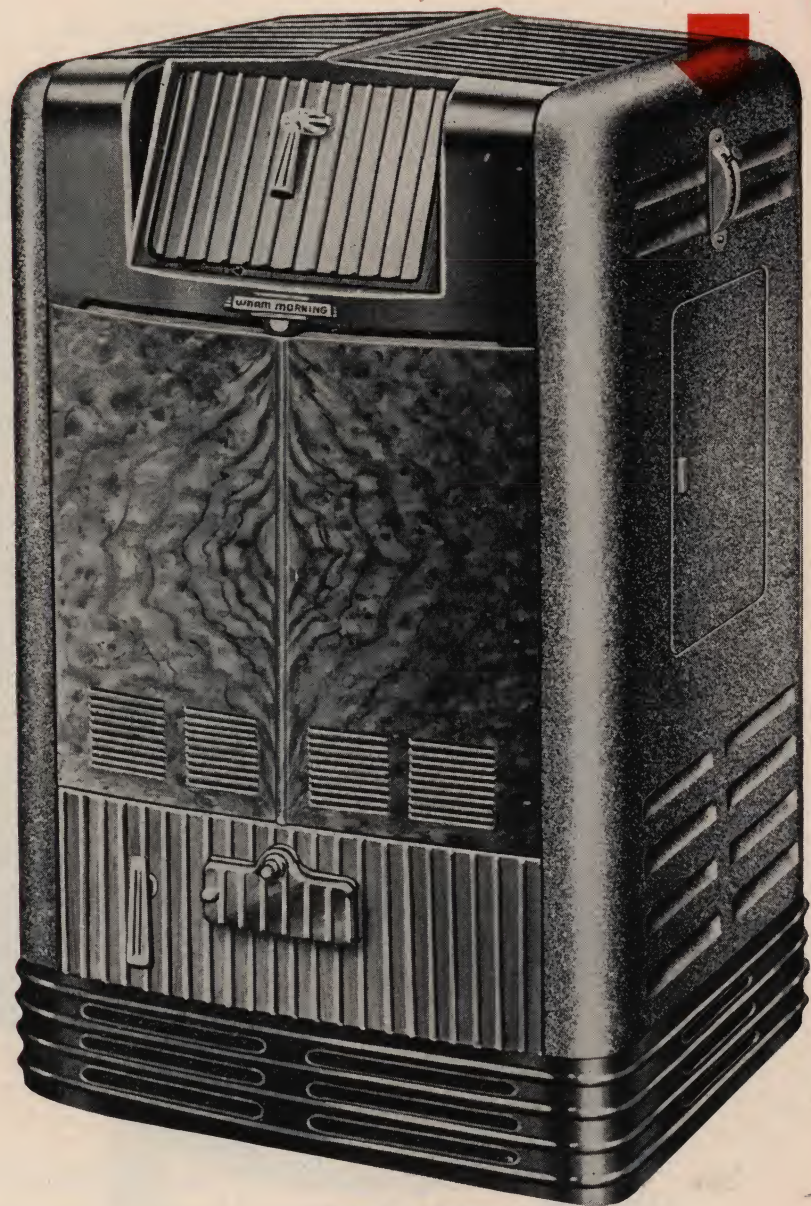
In addition to its distinctive patented design, it is handsomely finished in blended two-tone walnut porcelain enamel.

Its patented interior construction, with built-in automatic draft regulator, assures more complete combustion of the fuel, as well as more sustained heat with far superior radiation—a decided saving in fuel cost.

Like other WARM MORNING heaters, Model 420-A burns any kind of coal, coke, briquets or wood—heats all day and night without refueling—holds fire several days on closed draft.

Your home is WARM every MORNING, and you need start a fire but once a year.

Built to give years of carefree service.



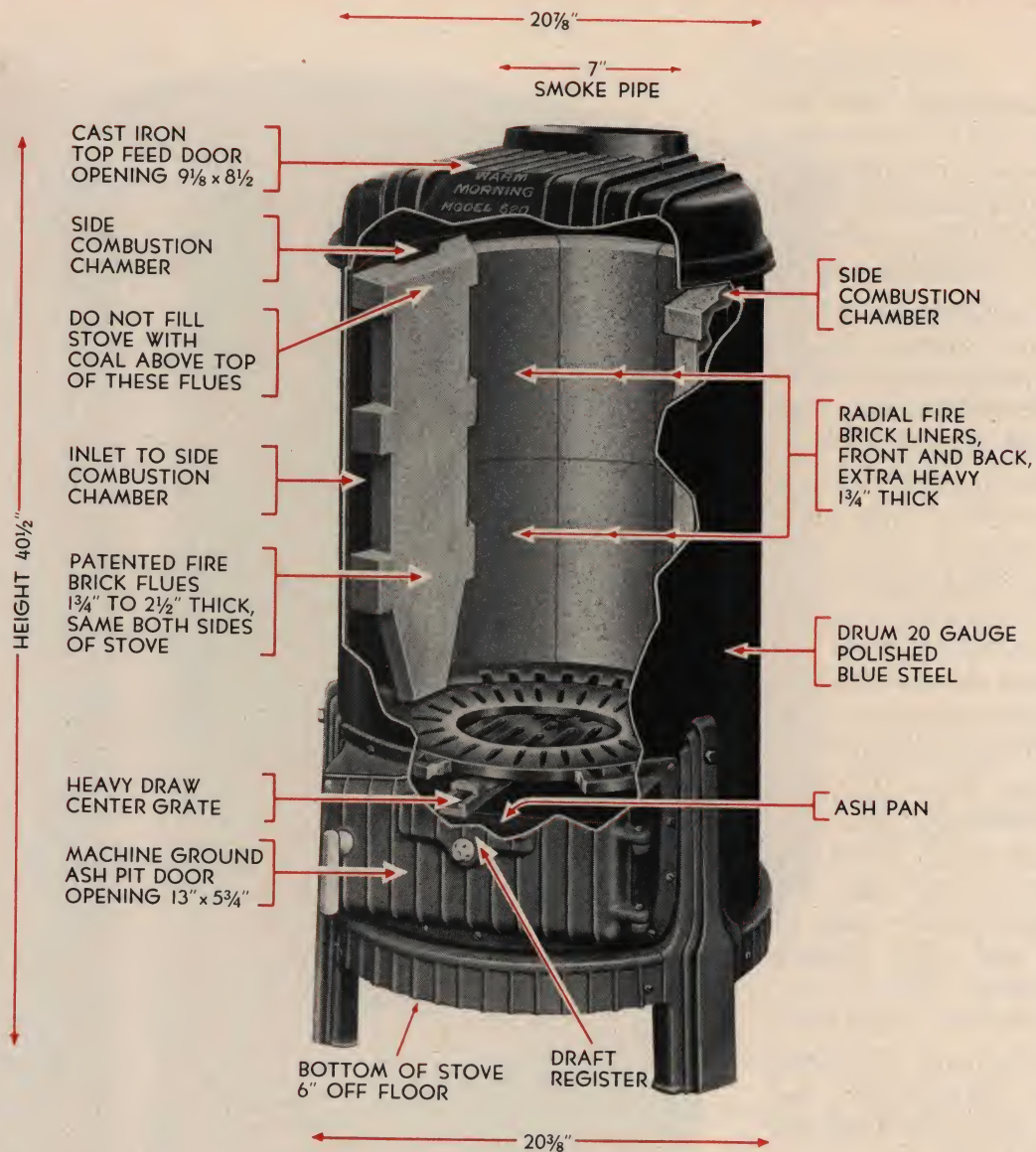
**MODEL 420-A**  
(100 lb. coal capacity)

Des. Pat. No. 127,471  
Construction Pat. No. 2,255,527  
Name Registered U. S. and Can. Pat. Off.



# WARM MORNING Model 520-B

## Interior View Shows the Difference



There is one BIG reason why WARM MORNING heaters outsell all others. It's the amazing patented interior construction, together with the remarkable heating results they assure.

Model 520-B is streamlined for better appearance and is sturdily constructed to give lasting service. It is 20 $\frac{3}{8}$ " wide at the base and 40 $\frac{1}{2}$ " high. Holds 100 pounds of coal. Barometric draft control supplied with each heater. Shipping weight crated approximately 300 pounds.



# ...the Nationally Popular Radiant Heater

## *Dependable, Efficient, Economical*

This WARM MORNING radiant heater — Model 520-B—is a big favorite throughout the nation.

Hundreds of thousands are in use today, giving complete satisfaction and bringing to their owners a new experience in comfortable, convenient, low-cost heating.

The heater drum is of blued steel and other parts heavy cast iron, and patented fire-brick flues and liners.

Like other WARM MORNING heaters, it requires no special diet. Burns any kind of coal, coke, or briquets efficiently — including the cheapest grades and sizes.

Will supply ample heat for several rooms.

Low in cost, but high in dependability and efficiency.



U. S. Pat. No. 2,255,527  
Name Registered in U. S. and  
Can. Pat. Off.

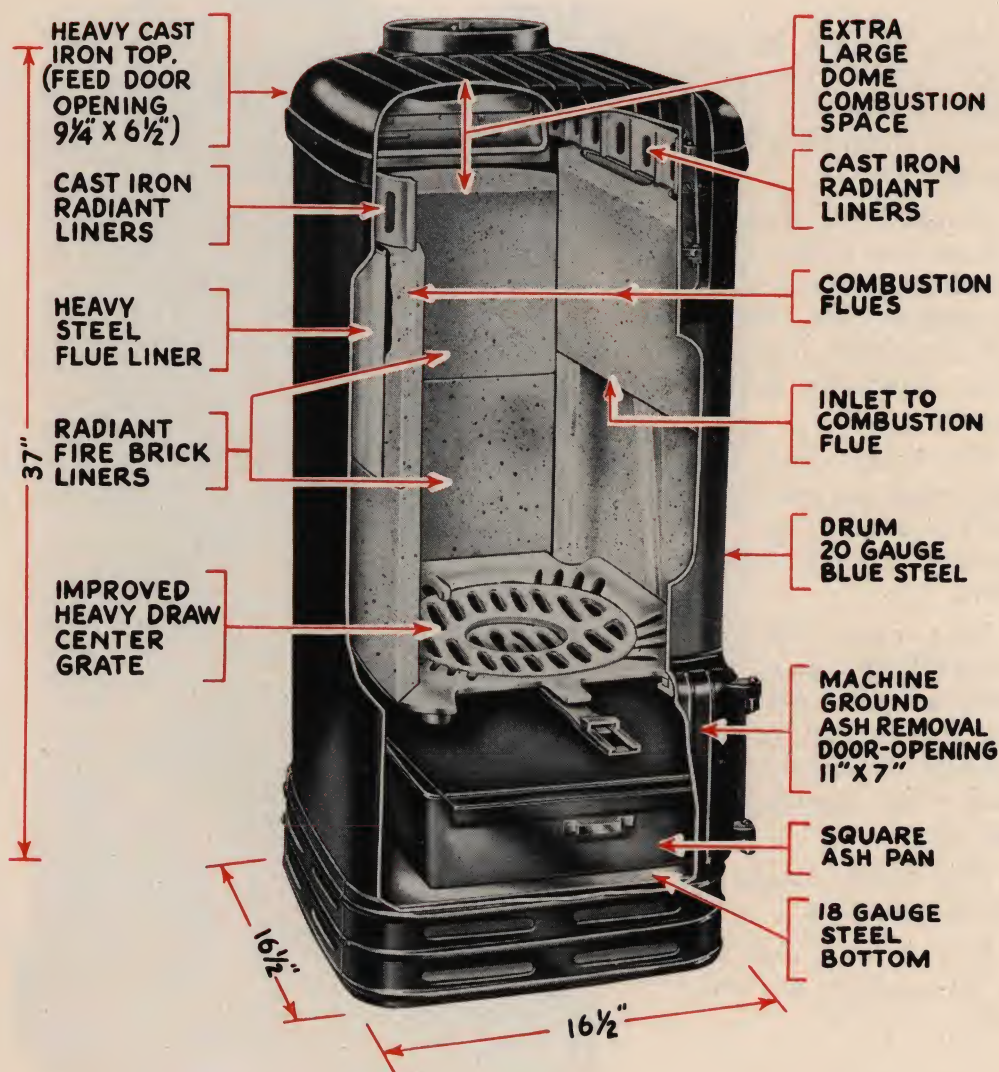
**MODEL 520-B**  
(100 lb. coal capacity)



# WARM MORNING Model 616

*Look Inside—*

*See the Difference!*



Study carefully the exclusive patented construction of this remarkable magazine-type heater. It is semi-automatic. Coal feeds down of its own weight. Coal gases burn in patented flues and spacious dome area, giving maximum heat from every pound of coal.

Model 616 is small in size, but big in heating capacity. Only 16 1/2" square and 37" high, yet holds 60 pounds of coal. 6" reversible smoke pipe collar and 6" barometric draft control supplied with each heater. Shipping weight crated approximately 225 pounds.

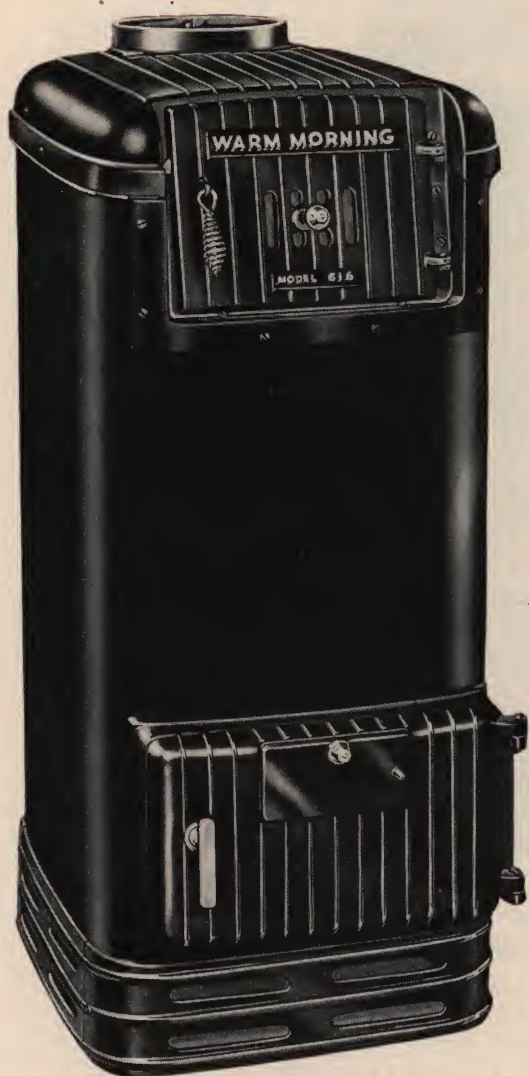


# ... New in Design—Interior and Exterior

*Attractive Appearance . . .*

*Saves Space . . .*

*Low-Cost Operation*



**MODEL 616**  
(60 lb. coal capacity)

U. S. Pat. No. 2,329,993  
Other Patents Pending

Model 616 is a comparatively new addition to the WARM MORNING line, but already many thousands are giving excellent results in small homes and offices throughout the nation.

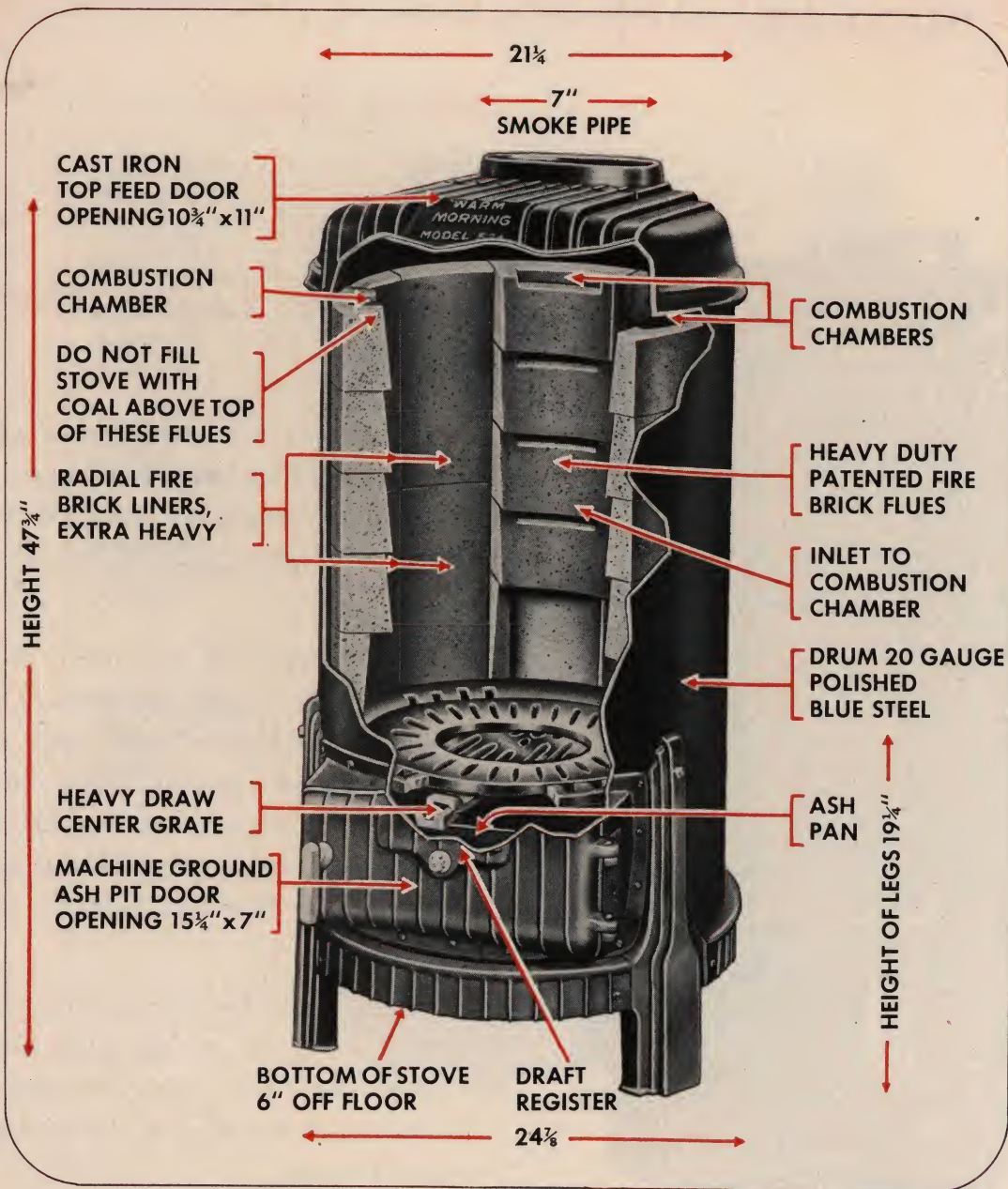
It is ideally suited for from one to three rooms—for home garages—professional offices—small store rooms—barber shops and beauty parlors—all types of cabins—filling stations—and for street railway and railroad use, etc. It also makes an excellent supplemental heater for the second floor of a two-story home.

Every family who has experienced low gas pressure or a scarcity—or high prices of oil should have one of these heaters available for use in emergency, regardless of how the home is normally heated.



# WARM MORNING Model 524-B

*Does a Giant Job of Heating*



This Big Brother WARM MORNING heater is built to do a really big job of heating. Study carefully the remarkable construction features of this 200 pound heater and you'll quickly see why it is ideal for heating large areas without frequent attention. Note the heavy duty, patented fire-brick flues. Three are installed to better take care of the large charge of fuel. Shipping weight crated approximately 460 pounds. 7" barometric draft control supplied with each heater.



# ... the Big Streamlined Radiant Heater

## 200-lb. Coal Capacity

The Big Brother Model 524-B is often referred to as a furnace in miniature, because here is a heater that is a mighty heating plant from every standpoint. It will furnish plenty of heat for warehouses, schools, churches, lodge halls, stores, factories, large homes, garages, and many other types of buildings.

The exclusive, patented interior construction is responsible for ease of operation. The 524-B is semi-automatic, magazine feed; requires no special diet—burns any kind of coal, coke, briquets or wood; holds fire several days on closed draft, heats all day and all night without re-fueling.

Like all WARM MORNINGS, Model 524-B has the quality workmanship built in that will give years of trouble-free service. It saves fuel, too—many users report it saves up to one half compared to their former fuel bills. This is an important factor in the operating costs of the many stores and factories that use this big heat producer. It's dependable, lessening the possibility of losing valuable man-hours, when types of fuel other than coal run short.



**MODEL 524-B**  
(200 lb. coal capacity)

U. S. Pat. Nos. 2,370,644 and 136,666  
Can. Pat. No. 542,955. British Pat. No. 589,192



# WARM MORNING Automatic Draft Regulator

A FUEL SAVER—INCREASES CONVENIENCE

(Model A)  
for Warm Morning Heaters Models 120 and 520



- Regulates Heat of Stove
- For Use Only With Warm Morning Coal Heaters, Models 120 and 520
- Easily, Quickly Installed
- Saves Fuel
- Provides Greater Comfort With Even Temperatures
- Attractive—Well Built
- Simple to Operate
- Saves Time — Provides Much Greater Convenience
- Low Cost—Retail Price \$5.85

## EASY TO INSTALL

1. Remove the original ash-door slide.
2. Bolt Regulator in same place using main attachment bolt, lock-washer and nut provided.
3. Be sure that casting is properly placed with no chance of air leakage.
4. Back of Regulator housing should be parallel with, and the thermostatic coil should be spaced  $\frac{1}{8}$ " from the stove body. If adjustment is necessary, loosen the hinge lug bolt and the inner lower bolt, adjust and retighten these bolts.

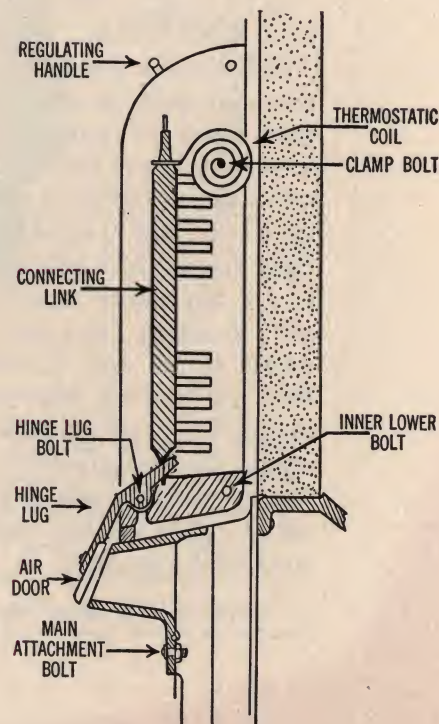
## EASY TO OPERATE

The amount of draft needed will vary with the weather, the size room being heated, and the strength of the chimney draft.

Merely move the Regulator Handle to the point between HIGH and LOW at which the stove produces the amount of heat desired.

**TO BANK FIRE:** When it is desired to bank the fire, move the Regulator Handle above the LOW position. This will keep the Air Door closed.

The Thermostatic Coil is adjusted and fastened in place by the Clamp Bolt at the factory. As the heat of the stove increases the Coil should expand upward to close the Air Door. As the heat of the stove drops the Coil should contract downward to open the Air Door.





# Show and Tell Your Customers About All These Outstanding Features



Name Reg. in U. S. and Can. Pat. Off. **WARM MORNING** **COAL HEATERS**

## Only WARM MORNING Has All These Points of SUPERIORITY!

1. A Model for every heating need—from 60 to 200 lbs. coal capacity.
2. Semi-automatic—Magazine feed.
3. Burn any kind of coal, coke or briquets—NO CLINKERS—only fine ash.
4. Start a fire but once a year.
5. Steady, even heat, easy to control—it's WARM every MORNING, regardless of weather.
6. Save time—hold fire twelve to twenty-four hours in coldest weather—several days in mild weather without refueling.
7. Model 420-A has Built-in Automatic Draft Regulator as standard equipment. Automatic Draft Regulator is readily available for Model 520 at slight additional cost.
8. Burn lump, nut or slack, hard coal, soft coal, coke or wood.
9. Make coke out of bituminous coal and then burn the coke without smoke or soot.
10. Patented construction principles, covered by U. S., Canadian and British patents. Name Reg. U. S. and Can. Pat. Off.
11. Modern in both appearance and operation.
12. Only heaters of their kind in the world.
13. Ample heating capacity for the average home.
14. Require less attention than most furnaces.
15. Every heater guaranteed against defects in material and workmanship.
16. Solid and substantial, yet neat in appearance.
17. Top feed door large enough for wood.
18. Low in first cost—cost much less to use.
19. Produce the lowest cost dependable heat that money can buy!

---

*Baromatic Flue-Draft Control Equipment  
Supplied With All Models.*



# How to FIRE WARM MORNING Coal Heaters

**1** To start a fire, first place small size coal (not slack) on the grate to a depth of 2 or 3 inches. Place on top of this some paper and kindling, then add another small amount of coal on top of the kindling. Open the draft register in the ash pit door and the secondary air draft slide underneath the feed door. Also be sure the turn damper in the smoke pipe is open, if one is used. Light the kindling and close the feed door. After the coal is burning well add additional small amounts, waiting for each renewal of fuel to become well ignited, until the magazine is filled.

*(On the Model 420-A, which has the Built-In Automatic Draft Regulator, regulator handle should be set half way between the markings "Low" and "High" for primary air, when fire is first ignited. When fire is burning well, it can be determined at what point the heater operates best, by adjusting the regulator handle to the proper location. The owner will soon find the proper setting to satisfy his heating requirements.)*

**2** FILL HEATER MAGAZINE TO WITHIN AN INCH OF, BUT NOT ABOVE, THE TOP OF FIRE BRICK FLUES.

**3** Any size coal may be used, but small sizes, such as nut, chestnut or pea, will prove most satisfactory, and with certain high volatile Bituminous Coals a percentage of fines (slack) is desirable.

**4** Be sure ash-pit door and draft register on this door is closed, and hand-turned damper in smoke pipe is open, whenever fuel is replenished—to avoid smoke in the room.

**5** After fresh coal has been added, close feed door and leave turn damper in pipe open. Open slide draft register under feed door. Open draft register in ash-pit door just slightly. Keep ash door tightly closed at all times except when removing ashes.

**6** When the flames are enveloping the top of the fuel bed, then close secondary air register under feed door. Thereafter the draft register in ash door may be opened or closed to satisfy heat requirements.

**7** When shaking ashes down through grates be sure turn damper in smoke pipe is open. To prevent dust from coming into the room when shaking the fire always insert shaker handle through draft register in ash pit door—then shake the grate back and forth. Do not open ash-pit door when shaking the grate. Leave some ash on grates.

KEEP ASH-PIT NEARLY EMPTY. FOR BEST RESULTS, NEVER PERMIT ASHES TO BANK UP AGAINST GRATES. THIS WILL RUIN GRATES QUICKLY.



## PUFFING

Under certain conditions, particularly just after fresh coal has been added, your heater may emit some smoke into the room in a "puffing" manner. This may be eliminated by checking for the following common causes:

- 1. The combustion space between the inner fire brick flues and the heater body may be clogged with coal or ashes. These should be kept open at all times to enjoy the full benefit of the patented features of the heater.**
- 2. Insufficient draft—or down draft may cause puffing. Check your installation for common causes of this trouble.**
- 3. Admitting too much Primary Air through ash pit door just after coal has been added may cause puffing.**
- 4. Failure to open Secondary Air draft slide under feed door may cause puffing.**
- 5. Coal should not be added to an excessively hot fuel bed, nor should the fuel in the magazine be allowed to burn too low before new coal is added. A little experimentation will indicate the proper time to add coal.**

FOLLOW THESE SIMPLE INSTRUCTIONS AND GET THE MAXIMUM PLEASURE FROM YOUR WARM MORNING.



# A Big Profitable Market Everywhere . . .

The Statement that there is a big profitable market for Warm Morning Heaters everywhere is based on facts.

The Census of Housing—the most comprehensive detailed study ever made on housing, heating and fuel—shows that 46% of the nation's total dwelling units use heating stoves. These figures show that approximately 7,400,000 warm air furnaces are in use for residential heating—4,200,000 boilers including those used for heating apartment houses—and 17,500,000 heating stoves are in use, many houses or buildings having two or more.

## START EARLY

### Booking Delivery to These Logical Prospects

Auto Repair Shops  
Barber Shops  
Beer Parlors  
Camps  
Churches (country)  
Country Schools  
Creamery Stations  
Dentists' Offices  
Doctors' Offices  
Drug Stores  
Small Factories  
Implement Stores

Farm Homes  
Filling Stations  
Fire and Police Stations  
Florists' Shops  
Flour and Feed Stores  
Furniture Stores  
Garages  
General Stores  
Golf and Country Clubs  
Grocery Stores  
Hardware Stores

Homes  
Housing Projects  
Hunting-Fishing Lodges  
Waiting Rooms  
Small Offices  
Lunch Rooms  
Paint Stores  
Pool Halls  
Print Shops  
Radio Shops  
Railroad Stations

Residences  
Real Estate Offices  
School Rooms  
Shoe Shine Parlors  
Summer Cottages  
Taxicab Offices  
Tire Shops  
Tourist Cabins  
Trucking Offices  
Variety Stores  
Warehouses  
Watchmen's Houses

## 3 Different Market Opportunities

### CITY MARKET

The heating stove market is by no means confined to farms and small towns, important as are these two markets. The city market is amazingly big. For instance, of the 12 million dwellings in all cities above 50,000 population—4,483,000 are without central heating. The stove market in some typical cities, according to the Census of Housing, 1940: Atlanta, 41,000—Baltimore, 58,000—Birmingham, 40,000—Boston, 57,000—Buffalo, 58,000—Chicago, 259,000—Cleveland, 60,000—Cincinnati, 47,000—Columbus, Ohio, 24,000—Detroit, 74,000—Indianapolis, 33,000—Kansas City, Mo., 21,000—Louisville, 48,000—Los Angeles, 222,000—New York City, 278,000—Pittsburgh, 69,000—San Francisco, 55,000—St. Louis, 85,000.

### SMALL TOWN MARKET

The "rural-nonfarm" market—these dwelling units located outside the boundaries of urban places (over 2,500 in population) but not on farms—represents some 7 million dwellings, of which some 1,893,000 or 27%, nationally, report central heating—43.3% on the North, 8.0% in the South; 13.6% in the West.

### FARM MARKET

Several states, Pennsylvania, New York, Ohio, Illinois, Michigan, each offer a market of over 250,000 dwellings in the rural-nonfarm field.

So, any way you figure it—there is a lot of business to be had in the small town market.

The farm market, likewise, is of no small proportions. Approximately 7 million homes (6,954,587) reported heating equipment—according to the Census of Housing.

—From "The Heating Stove Market," by K. C. Richmond, Editor of Coal Heat.

## Big Heating Stove Demand In New Home Building Boom

● As building materials are made available for new homes, and with the immediate construction of a great number of "G.I." dwelling units, a new market appears on the horizon for this new type modern, convenient, efficient coal heater.

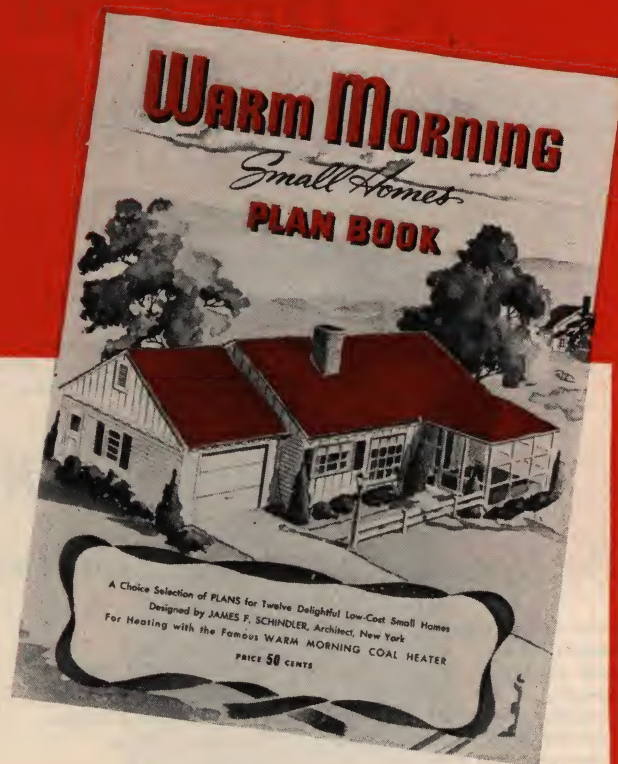
Every survey made by the building industry, and those made by the government, indicate the greatest home building boom in many decades. This will include all types and sizes of homes in all sections of the country—and will include many thousands for which Warm Morning Coal Heaters are ideally suited. In cities, urban communities and in rural districts, this new home building boom will open up a sizable sales market.



# A NEW HOME BUILDERS PLAN BOOK

## *A Perfect Tie-up*

*With the Huge  
Home Building Program  
That Must Be Conducted  
for Several Years to Come*



## 12 NEW DISTINCTIVE SMALL HOME PLANS

### THE PLAN BOOK

A beautiful 16-page 9x12-inch booklet showing elevations and floor plans for 12 distinctive small homes is ready for immediate delivery.

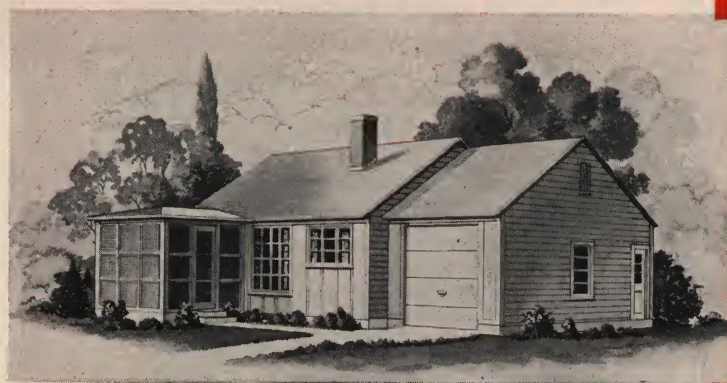
These choice selections of low cost small homes have been designed for heating with the famous WARM MORNING Coal Heater.

The Plan Book will be supplied to Warm Morning dealers on a cooperative cost basis at 15c per copy in quantities of twenty-five or more.

You will want to be sure to write for samples and further information about this new Warm Morning advertising plan.

### Complete Blue Prints and General Specifications

The 12 new Warm Morning small house plans have been designed by a nationally known architect, James F. Schindler of New York. The blue prints are prepared in detail and include general speci-



cations so that any good contractor or carpenter can easily follow them in constructing these small homes.

Ten of the homes are one story and two are two story. All the houses are planned for economical construction and for heating with a Warm Morning coal heater. Blue prints and general specifications will be made available to any prospective home builder or any other interested party at \$2.00 per set. A special price of \$15.00 for 1 each of the 12 blue prints is made to dealers who order the full set at one time—a saving of \$9.00.



## Start a Fire But Once a Year!

So convenient...so clean and cozy when you have a WARM MORNING Coal Heater. Start a fire but once a year. Semi-automatic magazine feed. Heats all day and night without refueling. Holds fire several days on closed draft. Requires less attention than most furnaces. And provides lowest-cost, dependable heat that money can buy!

## WARM MORNING COAL HEATERS

More Than a Million in Use!

WARM MORNING has amazing, patented interior construction that results in an abundance of healthful heat from less fuel. Burns any kind of coal, coke or briquets. Sold by leading dealers everywhere.

Wake Up in a WARM Home Every MORNING



(Above) Model 420-A With Built-in Automatic Draft Regulator. Holds 100 lb. coal capacity.

(Left) Model 520-B Holds 100 lb. coal capacity.

(Right) Model 616 Holds 60 lb. coal capacity. (6-5)



Enjoy This miracle of Modern

Lowest Cost

## WARM MORNING COAL HEATERS

- ★ Start a Fire But Once a Year!
- ★ Heat All Day and Night Without Refueling!
- ★ Semi-Automatic Magazine Feed!

Get Coal...enjoy comfort...Have clean, steady heat where you want it.

Model 616 Holds 60 lbs. of coal.

Just think what one of these clean, tested and proved heaters can mean in added comfort for your home. Consider the big savings on fuel bills resulting from the amazing patented interior construction that causes coal to burn slowly and more completely than most furnaces. Heat from any kind of coal, coke or briquets.

### MORE THAN A MILLION IN USE

More than a million are enjoying the convenience, comfort and economy of these famous heaters. You, too, can up in a WARM MORNING heater by leading dealers where you investigate.

LOCKE STOVE CO. Dept. A-114 West 11th St. Kansas City 6, Mo.

Model 616 Holds 60 lbs. of coal.

Refueling. Hold fire several days on closed draft. Require less attention than most furnaces.

Model 616 Holds 60 lbs. of coal.

More Than a Million in Use! The only heater of its kind in the world. Amazing patented interior construction principle causes coal to burn more completely. Saves on fuel bills. Sold by leading dealers everywhere.

Model 420-A (Right) With Built-in Automatic Draft Regulator. Holds 100 lbs. of coal.

Send 25c for Small Homes Plan Book of 12 distinctive low-cost homes.



(6-5A) LOCKE STOVE COMPANY Dept. A-114 W. 11th St., Kansas City 6, Mo.

## Big National Advertising Campaign Working for You...

Never before has a coal heater had such continuous, year after year, forceful, nation-wide advertising—in State and National Farm Papers, Magazines and Newspapers. The advertisements (shown here in greatly reduced size) are typical of those scheduled for the 1948-49 season—and with a total circulation of more than one hundred million!

## WARM MORNING COAL HEATERS

### Enjoy Clean Healthful HEAT at Low Cost!

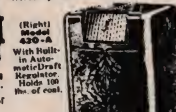
Have cozy warmth when and where you want it...with a WARM MORNING Coal Heater in your home. Exclusive patented interior construction assures abundance of clean, healthful heat from less fuel. Provides lowest cost dependable heat that money can buy.

Model 616 — (Right) Beautiful brown porcelain enamel finish with chrome trim. Holds 100 lbs. of coal.

## WARM MORNING COAL HEATERS



Start a fire but once a year. Heat all day and night without refueling. Require less attention than most furnaces. Your home is WARM every MORNING when you wake up.



(Right) Model 420-A With Built-in Automatic Draft Regulator. Holds 100 lbs. of coal.

(Left) Model 520-B Holds 100 lbs. of coal.

SEE THEM AT YOUR DEALERS Send 25c for Small Homes Plan Book of 12 distinctive, low-cost homes. LOCKE STOVE COMPANY Dept. A-114 W. 11th St. Kansas City 6, Mo. (6-5C)



There's a world of enjoyment for all the family in the clean, healthful heat of a WARM MORNING Coal Heater. You have cozy warmth when and where you want it...economically!

START A FIRE BUT ONCE A YEAR! Semi-automatic magazine feed. Heat all day and night without refueling. Hold fire several days on closed draft. Burns any kind of coal, coke or briquets. Require less attention than most furnaces. Amazing patented interior construction saves on fuel costs. More than a million in use! Sold by leading dealers everywhere.

Model 420-A (Below) Holds 100 lbs. of coal. With Built-in Automatic Draft Regulator.

Model 520-B (Below) Holds 100 lbs. of coal.

Model 524-B—Holds 200 lbs. of coal.

NEW BEAUTIFUL

Model 616 (Below) Holds 60 lbs. of coal.

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## Start a Fire but Once a Year

Enjoy the added comfort, extra convenience and big fuel savings of the famous WARM MORNING Coal Heater. Semi-automatic magazine feed. Heat all day and night without refueling. Hold fire several days on closed draft. Require less attention than most furnaces. And you are assured

the Lowest-Cost, Dependable Heat that Money Can Buy!



## WARM MORNING COAL HEATERS

WARM MORNING Heaters require no special diet. Provide an abundance of heat from coal, coke or briquets. There's size and style for every home requirement.

Model 616—(Above) Porcelain enamel finish; chrome trim. Holds 100 lbs. of coal.

Model 420-A (Right) Brown Porcelain enamel cabinet. With Built-in Automatic Draft Regulator. Holds 100 lbs. of coal.

Model 520-B (Below) Holds 100 lbs. of coal. Popular radiant style.

Model 616 (Below) Holds 60 lbs. of coal. Only 16 in. square. Saves space.

Model 520-B (Below) Holds 100 lbs. of coal. Popular radiant style.

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Model 616 (Below) Holds 60 lbs. of coal. Only 16 in. square. Saves space.

Model 520-B (Below) Holds 100 lbs. of coal. Popular radiant style.

### Start a Fire But Once a Year!



(Left) Model 616 Holds 60 lbs. of coal.

(Above) Model 520-B, similar exterior, holds 100 lbs. of coal.

SEE WARM MORNING COAL HEATERS AT YOUR DEALERS—Send 25c for Small Homes Plan Book of 12 distinctive low-cost homes.

LOCKE STOVE COMPANY Dept. 56 114 W. 11th St. Kansas City 6, Mo.

## WARM MORNING COAL HEATERS

You are sure of clean, steady, enjoyable warmth in your home with a WARM MORNING Coal Heater. Amazing patented interior construction results in abundance of heat—saves fuel.

Model 616—Holds 100 lbs. of coal. Beautiful brown porcelain enamel finish, chrome trim.

Model 520-B—Holds 100 lbs. of coal. Popular radiant style.

Model 616—Holds 60 lbs. of coal. Only 16 in. square. Saves space.

Model 520-B—Holds 100 lbs. of coal. Popular radiant style.

Model 616—Holds 60 lbs. of coal. Only 16 in. square. Saves space.

Model 520-B—Holds 100 lbs. of coal. Popular radiant style.

Model 616—Holds 60 lbs. of coal. Only 16 in. square. Saves space.

Model 520-B—Holds 100 lbs. of coal. Popular radiant style.

## Enjoy the Lowest Cost Dependable HEAT that Money Can Buy!

More clean, healthful heat at lower cost and greater convenience—with a WARM MORNING Coal Heater in your home. Start a fire but once a year. Heat all day and night without refueling. Hold fire several days on closed draft.

(Left) Model 616, fully porcelain enamel; chrome trim. Holds 100 lbs. of coal.

## WARM MORNING COAL HEATERS

(Left) Model 616, Only 16 in. square. A space saver. Holds 60 lbs. of coal. Burns any kind of coal, coke or briquets. Your home is WARM every MORNING. ASK YOUR DEALER. Send 25c for Small Homes Plan Book of 12 distinctive low-cost homes.

LOCKE STOVE COMPANY Dept. 56 114 W. 11th St., Kansas City 6, Mo.



(Above) Model 420-A With Built-in Automatic Draft Regulator. Holds 100 lbs. of coal.

(Left) Model 520-B Holds 100 lbs. of coal.



# How to Make Your Store Headquarters for WARM MORNING Coal Heaters

ON the following pages is illustrated and described the most complete dealer service advertising program in the coal heater industry. The newspaper mats are supplied free, and the display material and envelope enclosures are furnished on a cooperative cost basis, making it possible for you to purchase this material at a fraction of its actual cost.

Modern merchandising methods call for an extensive use of this type of advertising material. Newspaper ads to create the first demand, window displays to get passersby into your store, point of purchase displays that clinch many sales on your floor, counter cards that remind customers you are an Authorized Warm Morning Dealer, envelope enclosures with your statements or a special mailing,



sample radio announcements that bring people into your store, handbills, book matches, and eye-catching stick-on labels which point out the many sales features for Warm Morning.

Many dealers keep a good supply of this advertising material on hand, and use it frequently from month to month. Their sales record proves it to be a profitable method of advertising. It has helped to establish their store as "Warm Morning Headquarters." You can do the same.

Order a supply of the material without delay, use it, and watch your sales increase. Order from your wholesale distributor or direct from Advertising Department, Locke Stove Company, 114 W. 11th Street, Kansas City 6, Missouri.



**FREE**

**Newspaper**

**AD**

**MATS**

**for**

**Your Use**

*Ads to Run Over  
Your Own Name in  
Your Local Paper*



The value of newspaper advertising in YOUR LOCAL NEWSPAPER, where you are well-established, is unquestioned. That is why we have prepared a wide selection of newspaper advertising mats which are reproduced on the next several pages. Mats or stereotypes will be furnished free on request. Contact your wholesale distributor or write Locke Stove Company direct.

We suggest you study these ads carefully, and map a definite campaign for the stove buying season. Never forget that it is consistent advertising that brings best results. There are ads of various sizes, covering all current models of Warm Morning heaters, so it will be easy for you to plan a campaign that will fit your advertising budget.

We also supply without charge individual mats or stereotypes of the different models of stoves, for the purpose of making up your own newspaper ads, mailing pieces or other forms of printed advertising. They will be sent promptly on request, without charge.

**HERE ARE THE ADS**



# Start a Fire But Once a Year!

Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING  
COAL HEATERS**

Have a  
**WARM Home  
Every  
MORNING**



Model 420-A — Cabinet Heater. Built-in Automatic Draft Regulator. Holds 100 lbs. coal.



**You Can FEEL the Difference  
in a Coal Heated Home!**

(Left) Model 520-B—Holds 100 lbs. coal.



Model 818—Beautiful brown porcelain finish with chrome trim. Holds 100 lbs. coal.



Model 616—New square design interior and exterior. Holds 60 lbs. coal.

**DEALER'S NAME**

124-D

Ad No. 124-D — 2 cols. x 8 inches

## HEAT

Your Home or Office

*This*  
**Dependable  
WAY...  
at LOW COST!**

*A Beauty  
in  
APPEARANCE*

*A Beauty  
in  
PERFORMANCE*

**NEW  
MODEL 818**



**WARM MORNING  
Coal Heater**

Modern streamline design... glistening brown porcelain enamel finish and chrome trim. A space saver—only 18 inches square—yet holds 100 pounds of coal. Exclusive, patented interior construction assures an abundance of clean, steady, low-cost heat. Burns any kind of coal, coke or briquets. Here's your answer to heating comfort at a saving.

*Come In and See It.*

**DEALER'S NAME**

(106-D)

Ad No. 106-D — 1 col. x 6"



Cut No. 800



# to Bring Heater Customers to Your Store

*Save money...*

## WARM MORNING COAL HEATERS

Name Reg.

in U.S. and Can. Pat. Off.

**Burn Less Expensive Sizes and Grades of Coal!**

**Heat All Day and Night  
Without Refueling...**

WARM MORNING means work-saving, healthful heat . . . at amazingly low cost for more than a million users! Semi-automatic magazine feed. Barometric Flue-Draft Control. Heat all day and night without refueling. Hold fire several days on closed draft. Patented interior construction on all models assures you big savings on fuel bills. Makes coal burn slowly and more completely . . . giving greater heat at less cost. **COME IN** and see them.



**Model 818 (Left)**  
100 lb. coal capacity. Fully porcelain enameled.



**Model 420-A (Above)**  
100 lb. coal capacity. Built-in Automatic Draft Regulator. Fully Porcelain Enameled.



**Model 616 (Right)**  
60 lb. coal capacity. Saves space. Only 16" square.

**Model 520-B (Right)**  
100 lb. coal capacity.



### 5 Models

**Hold from 60 to 200 Lbs. of Coal**

Burn any kind of coal, coke, briquets or wood. Start a fire but once a year. Require less attention than most furnaces.

**MORE THAN A MILLION USERS PROVE THEIR VALUE!!**



**Come In and Let Us Tell You and Show You...**

**DEALER'S NAME**

(113-D)

Ad No. 113-D — 3 cols. x 7"

Please specify by Ad Nos. when ordering mats



# Come in and See

*These Amazing Patented*

Name Reg. in U.S. and Can. Pat. Off.

## WARM MORNING

### COAL HEATERS



**Model 420-A**  
Brown porcelain enamel cabinet Heater. 100 lb. coal capacity. Built-in Automatic Draft Regulator.

**5 MODELS**—A size for every need—hold from 60 to 200 lbs. coal. Burn any kind coal, coke, briquets or wood. Require less attention than most furnaces. Heat all day and night without refueling. Hold fire several days on closed draft.

• See the amazing patented interior construction features, exclusive with WARM MORNING Heaters! Coal burns slowly and more completely. Saves on fuel bills . . . and makes plenty of clean, healthful heat!

Your home is WARM every MORNING regardless of the weather.

**Model 818**  
Holds 100 lbs. coal. Beautiful porcelain enamel, with chrome trim.



**DEALER'S NAME**

(115-D)

Ad No. 115-D — 2 cols. x 8"

*Announcing*  
**a NEW**

## WARM MORNING

Name Reg. in U.S. and Can. Pat. Off.

### COAL HEATER

**Convenient  
Low-Cost  
Dependable  
Heat!**



**HOLDS 100 lbs. COAL.  
Heats All Day and All  
Night Without Refueling.**

It's America's most beautiful coal heater. Streamline design; glistening brown porcelain enamel finish, chrome trim. Provides the lowest cost dependable heat that money can buy. Famous patented interior construction. Saves floor space—only 18 inches square. Burns any kind of coal, coke or briquets.

*Ask to See Model 818!*

**DEALER'S NAME**

(40)

Ad No. 40 — 1 col. x 6"



Identify You as Local **WARM MORNING** Dealer

## Invitation to a Real HOUSE- WARMING



**MODEL  
520-B**  
100 lb. Coal  
Capacity.  
Big Heat  
Producer.  
Fuel  
Saver.



**MODEL  
420-A**  
100 lb. Coal  
Capacity.  
Has built-in  
Automatic  
Draft  
Regulator.

Name Reg. in U. S. and Can. Pat. Off.

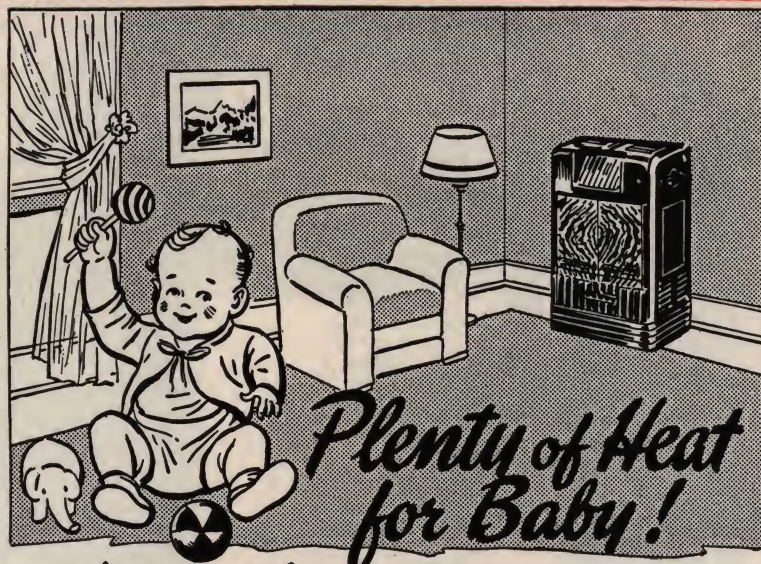
**WARM MORNING**  
COAL HEATER

Only heater of its kind in the world! Amazing, patented interior construction. Start a fire but once a year. Burns any kind of coal, coke or briquets. Heats all day and all night without refueling. Low in cost ... BIG fuel savings. See the WARM MORNING today!

**DEALER'S NAME**

(D-14)

Ad No. D-14 — 1 col. x 8"



*Plenty of Heat  
for Baby!*  
at Lowest Cost...

## **WARM MORNING** COAL HEATERS

Name Reg.

in U. S. and Can. Pat. Off.

You'll get an abundance of clean, steady, healthful heat when and where you want it from the amazing, patented WARM MORNING Coal Heater.

Come in today and examine the many advantages these modern heaters can provide *you*. You'll see *why* more than a million users are enjoying the only heater of its kind in the world.



**Model 818** Holds  
100 lbs. coal.



**Model 616** Holds  
60 lbs. coal.



**Model 520-B**  
Holds 100 lbs.  
coal.

### **Assures You a WARM Home Every MORNING...**

You need start a fire but once a year. WARM MORNING Heaters require less attention than most furnaces. Heat all day and night without refueling—hold fire several days on closed draft. *A Size for Every Need—5 Models—* Hold from 60 to 200 lbs. coal. Burn any kind of coal, coke, briquets or wood. Semi-automatic magazine feed.

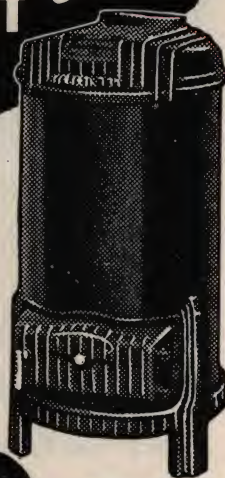
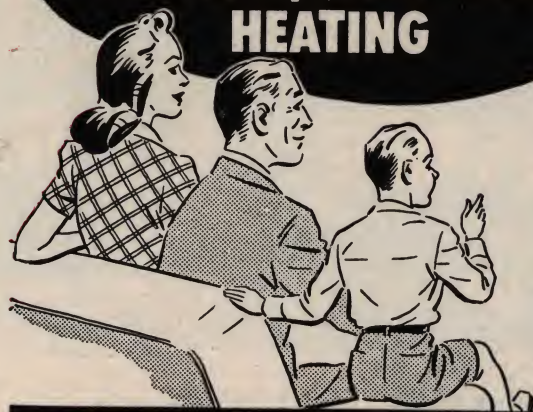
**DEALER'S NAME**

(116-D)

Ad No. 116-D — 2 cols. x 9"



# Miracle of MODERN, LOW-COST HEATING



Name Reg. in U. S. and Can. Pat. Off.  
**WARM MORNING  
COAL HEATER**

Model 520-B  
100 lb. Coal Cap.



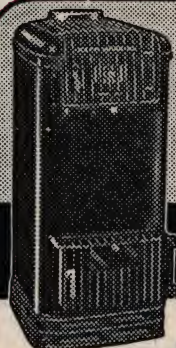
Model 616  
60 lb. Coal Cap.

Yes, the modern convenience and amazing economy of the WARM MORNING heater is truly a sensation. It's the only heater of its kind in the world. Exclusive, patented interior construction results in an abundance of clean, healthful heat and big fuel savings. Heats all day and night without refueling. Burns any kind of coal, coke or briquets. Semi-automatic, magazine feed. Start a fire but once a year! Come in and see the dependable, low-cost WARM MORNING today!

**DEALER'S NAME**

(D-12)

Ad No. D-12 — 2 cols. x 6"



D-6

Model 616  
Coal Capacity 60 lbs.

Light once . . . and be  
**Warm All Winter!**

The "616" is your answer  
to modern, low-cost, high-  
performance heating. See it today.

**WARM MORNING  
COAL HEATER**

Name Reg. in U. S. and Can. Pat. Off.

**DEALER'S NAME**

Ad No. D-6 — 2 cols. x 2"

**KEEP WINTER  
OUTSIDE** where  
Winter  
Belongs



Model 616—60  
lb. Coal Cap.

Fortify your home  
against the annual  
siege of winter—with  
the low-cost comfort  
of luxurious WARM  
MORNING heat.  
The only heater of its  
kind in the world!  
Exclusive, patented  
interior construction.  
You need start  
a fire but once a year.

See the  
**Amazing**

**WARM  
MORNING  
COAL HEATER**

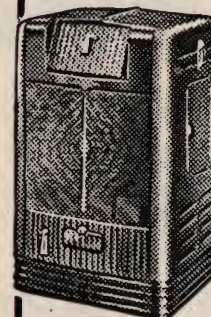
Name Reg. in U. S. and Can. Pat. Off.

Your home is  
WARM every  
MORNING when  
you awake. WARM  
MORNING heats  
all day and night  
without refueling.  
No more getting  
up nights to feed a  
fire, or early rising  
to start one!



Model 520-B  
100 lb. Coal Cap.

**Over a MILLION  
in Use**



Models to fit  
nearly every  
home heating  
need. Pictured  
at left, Model  
420-A, 100 lb.  
coal capacity—  
has built-in  
Automatic  
Draft  
Regulator.  
See the  
WARM  
MORNING  
for you  
now at—

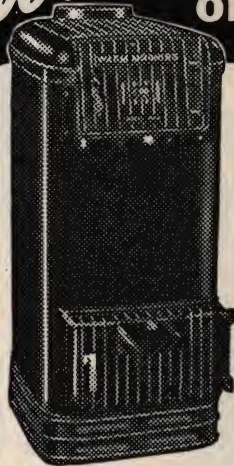
**DEALER'S NAME**

(D-17)

Ad No. D-17 — 1 col. x 9"



# Warm Welcome on a COLD MORNING



Model 616  
COAL CAPACITY 60 lbs.  
Also 3 other models —  
100 to 200 lb. Coal  
Capacity.



Here's modern, low-cost heating at its best. Made especially for small homes, cabins, offices, etc., the WARM MORNING 616 holds fire all day and night and burns any kind of coal, coke, briquets or wood. See it today —enjoy comfortable, carefree heat this winter.

## WARM MORNING COAL HEATER

Name Reg. in U. S. and Can. Pat. Off.

DEALER'S NAME

D-1

Ad No. D-1 — 2 cols. x 5"

*America's Most Beautiful*  
**COAL HEATER**  
The NEW  
MODEL 818  
**WARM MORNING**  
Name Reg. in U. S. and Can. Pat. Off.  
**COAL HEATER**



HOLDS 100 lbs. COAL

Amazing, Patented  
INTERIOR  
CONSTRUCTION

New in design... New in sparkling brown porcelain finish... New in heating efficiency. A truly Convenient and Economical Way to heat Your Home!

DEALER'S NAME (104-D)

Ad No. 104-D — 1 col. x 3"

**WARM MORNING  
COAL HEATER**

Only Heater  
of Its Kind  
in the World

Start a Fire  
But Once  
a Year!



More than a  
Million Now in Use!

MODEL 420A  
Interior View

WE HAVE IT!

DEALER'S NAME

(69-D)

Ad No. 69-D — 1 col. x 3"

*Come In and See*  
**NEW MODEL 818**  
**WARM MORNING**  
**COAL HEATER**

*Dependable Heat at Low Cost*



We have it on display... America's most beautiful coal heater... the brand new model 818 WARM MORNING... a sensation throughout the nation!

Here's the Heater that will give you the lowest-cost dependable heat that money can buy. Exclusive, patented interior construction. Holds 100 lbs. coal. Burns any kind of coal, coke or briquets. Heats all day and night without refueling.

DEALER'S NAME

(101-D)

Ad No. 101-D — 2 cols. x 4"



# INVESTIGATE...



*All These Features of*

## WARM MORNING COAL HEATERS

Name Reg. in U. S. and Can. Pat. Off.

- Semi-automatic magazine feed.
- A size for every need—5 Models—hold from 60 to 200 lbs. coal.
- Burn any kind of coal, coke, briquets or wood.
- Require less attention than most furnaces.
- Heat all day and night without refueling—hold fire several days on closed draft.
- Start a fire but once a year.
- Patented interior construction—all models.
- Your home is WARM every MORNING regardless of the weather.

**Model 818 (Left)** Brown porcelain enamel. Chrome trim. 100 lb. coal capacity.

**Model 520-B (Right)** 100 lb. coal capacity.

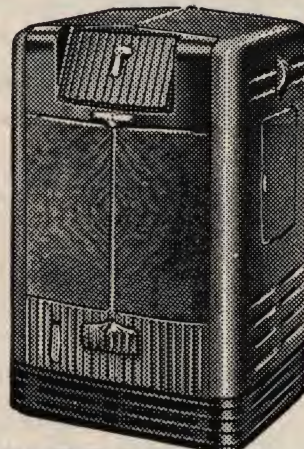
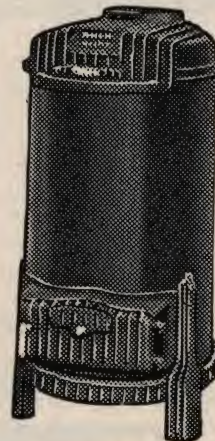
**524-B**—Similar exterior—200 lb. coal capacity.

*More Than a  
Million in Use!*

*Come in and  
See Them!*

**Model 616  
(Left)**  
New features  
in and out.  
60 lb. coal  
capacity.

**Model 420-A  
(Right)**  
Brown  
porcelain  
enamel.  
Built-in  
Automatic  
Draft  
Regulator.  
100 lb. coal  
capacity.



**DEALER'S NAME**

(119-D)

Ad No. 119-D—2 cols. x 9"



**It's the INSIDE  
that Counts!**



See the  
**AMAZING  
PATENTED  
INTERIOR  
FEATURES  
of the  
"616"**

**MODEL 616  
COAL CAPACITY 60 lbs.**

Also 3 other models—  
100 to 200 lb. Coal Capacity.

The WARM MORNING "616" is conveniently small, but a mighty big producer of healthful, low-cost heat. You need start a fire but once a year... awake in a WARM home every MORNING. Come in today and see this heating sensation.

**Warm Morning  
COAL HEATER**

Name Reg in U. S. and Can. Pat. Off.

**DEALER'S NAME**

D-2

Ad No. D-2—1 col. x 6"



Cut No. 106

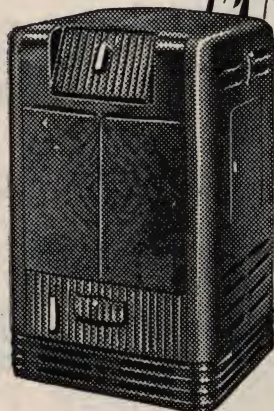


# Order All Mats by Number

**WANT TO SAVE ON  
FUEL BILLS THIS WINTER?**

Get a WARM MORNING Coal Heater and enjoy the lowest cost dependable heat money can buy! Amazing patented interior construction principle causes coal to burn more completely. You save on fuel bills. Your home is WARM every MORNING regardless of the weather.

Model 420-A—Brown porcelain enamel, 100 lb. coal capacity. Built-in Automatic Draft Regulator.



Name Reg. in U. S. and Can. Pat. Off.

## WARM MORNING COAL HEATERS

### More Than a Million in Use!

WARM MORNING Heaters burn any kind coal, coke, briquets or wood. Require less attention than most furnaces. Semi-automatic magazine feed. Heat all day and night without refueling. Hold fire several days on closed draft. A size for every need—5 Models—hold from 60 to 200 lbs. coal.

*Come In and See Them*



Model 520-B  
Holds 100 lbs. coal.

**DEALER'S NAME**

(123-D)

Ad No. 123-D — 2 cols. x 7"

Stereos of any WARM MORNING Newspaper Ads are available promptly upon request, in case your newspaper prefers cuts in the place of mats or if you have need for cuts to prepare printed advertising.

**Luxury Heating  
at Low Cost!**

## WARM MORNING COAL HEATER

Name Reg. in U. S. and Can. Pat. Off.

**Over a MILLION in Use**

• Here's the amazing heater that made news headlines—and heating history. Patented, exclusive interior construction assures you a WARM home every MORNING when you awake. Burns any kind of coal, coke or briquets. Start a fire but once a year. Three models, 4 sizes, from which to choose.



MODEL 520-B  
100 lb. Coal Cap.  
(D-15)

**DEALER'S NAME**

Ad No. D-15 — 1 col. x 4"

**HEAT!**



Just start a fire once a year—for all the comfortable, carefree heat you want. Burns any kind of coal, coke, briquets or wood—saves its cost in a hurry.

Model 616  
Coal Capacity 60 lbs. Name Reg. in U. S. and Can. Pat. Off.

**WARM MORNING  
COAL HEATER**

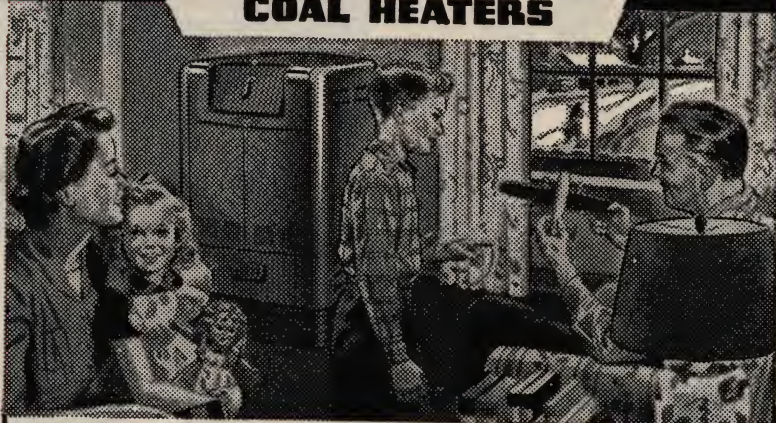
**DEALER'S NAME D-5**

Ad No. D-5 — 1 col. x 3"



*Enjoy Better Home Heating.*  
(LESS EXPENSIVE)

Name Reg. in U. S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATERS**



Model 616 Holds 60 lbs. of coal. Compact — saves floor space.

**You Can Feel the Difference  
in a Coal Heated Home!**

More healthful heat at lower cost and greater convenience! That's what WARM MORNING Coal Heaters mean to more than a million users all over America. Come in and let us show how *you* can enjoy the lowest cost dependable home heating that money can buy with WARM MORNING.

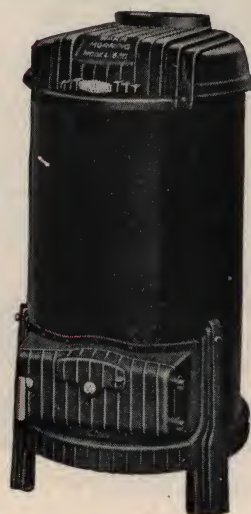


Model 818 Holds 100 lbs. of coal. Beautiful, Brown Porcelain enamel finish with chrome trim.

**DEALER'S NAME**

(117-D)

Ad No. 117-D — 2 cols. x 6"



Cut No. 103



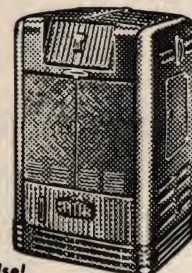
Cut No. 204

**WARM MORNING**  
**COAL HEATER**

Only Heater  
of Its Kind  
in the World

Start a Fire  
But Once  
a Year!

More than a  
Million Now in Use!



MODEL 420A

**WE HAVE IT!**

**DEALER'S NAME**

(68-D)

Ad No. 68-D — 1 col. x 3"

★ **LOWEST COST**  
**DEPENDABLE**  
**HEAT!** ★

*America's  
Most  
Beautiful*  
**COAL  
HEATER**

Start a  
fire but  
once a year



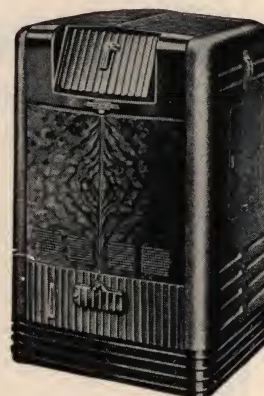
*Amazing  
Patented*  
**INTERIOR  
CONSTRUCTION**  
• Holds 100 lbs.  
of Coal  
• Heats all day  
and night with-  
out refueling

The NEW Model 818

**WARM MORNING**  
**COAL HEATER**

**DEALER'S NAME** (103-D)

Ad No. 103-D — 1 col. x 3"



Cut No. 202



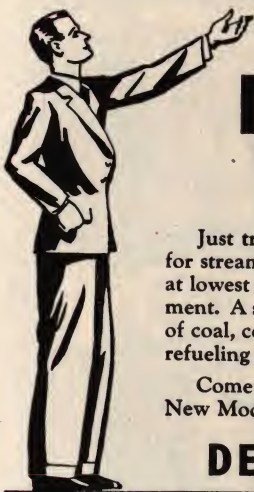
# Man . . . He Can Help You Plan Your Campaign

## See America's Most Beautiful COAL HEATER

HOLDS 100 lbs. COAL  
Patented Interior Construction  
Dependable Heat at Lowest Cost

NEW MODEL 818

**WARM  
MORNING**  
Name Reg. in U. S. and Can. Pat. Off.  
**COAL HEATER**



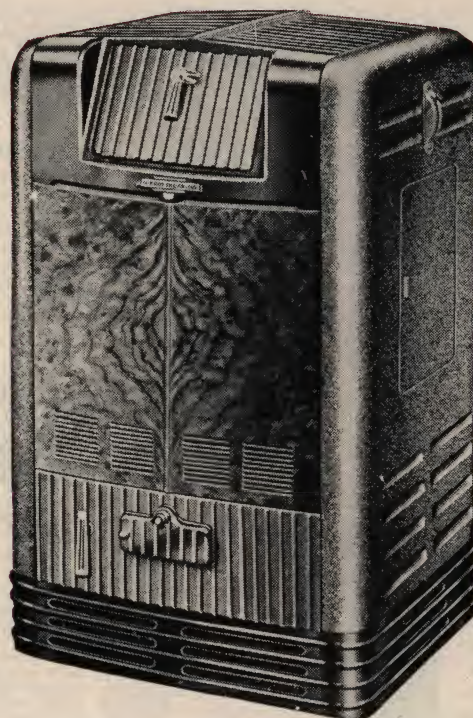
Just try to match this brand new WARM MORNING for streamline beauty . . . for abundance of dependable heat at lowest cost! It's the newest in modern coal heating equipment. A space saver—only 18 inches square. Burns any kind of coal, coke or briquets. Heats all day and night without refueling . . . holds fire several days on closed draft.

Come in! Let us show you all the fine features of this New Model 818 WARM MORNING.

**DEALER'S NAME**

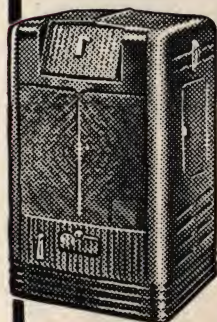
(102-D)

Ad No. 102-D — 2 cols. x 4"



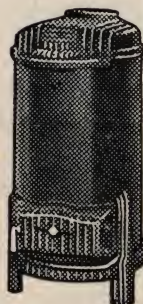
Cut No. 200

## Amazing Invention Brings Millions Low-Cost Heating



Model 420-A—  
With Built-in Auto-  
matic Draft Regulator.  
100 lb. Coal  
Cap.

When folks see the patented, exclusive interior construction of the WARM MORNING Coal Heater they exclaim "Why didn't somebody think of *that* before?" WARM MORNING is the only heater of its kind in the world. Heats all day and night without refueling. Your home is WARM *every* MORNING regardless of weather. No more getting up nights to feed a fire—nor early rising to start one. *You need start a fire but once a year*



Model 520-B  
100 lb. Coal  
Cap.

**Burn Any kind of Coal,  
Coke, Briquets or Wood**

Name Reg. in U. S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATERS**

**DEALER'S NAME**

(D-13)

Ad No. D-13 — 2 cols. x 4"



Cut No. 101







# 9 More Smaller 2-Column Ads

The actual sizes of ads illustrated below range from 2 columns by 5 inches to 2 columns by 7 inches. Proofs will be sent promptly upon request. Note ad numbers overprinted. Please order mats by these numbers.

**The Modern**  
Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATER**  
*Gives You*  
**More** ....FOR YOUR MONEY

New, patented interior features—semi-automatic operation—tops for low-cost, modern heating.

**More COMFORT...**  
Heats all day and night. Wake up in a WARM home every MORNING.

**More SAVINGS...**  
Economical in operation—burns any kind of coal, coke, briquets or wood.

**More EFFICIENCY...**  
Start a fire but once a year in the 616—made especially for small homes, cabins, offices, etc.

**The Famous**  
**WARM MORNING**  
**COAL HEATER**

Model 616  
COAL CAPACITY 60 lbs.  
Also 3 other models—  
100 to 200 lb. Coal  
Capacity.

**DEALER'S NAME** D-3

**Make Your Christmas**  
**Twice As Merry**  
with a thrilling  
Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATER**

Cold, snowy though the weather may be, you'll be comfortable in the cheery heat from your WARM MORNING Coal Heater. But don't wait until Christmas to get the lowest cost dependable heating that can be bought—select your WARM MORNING now.

Model 616—60 lb. Coal Cap.  
Model 818—100 lb. Coal Cap.  
Model 820-A—100 lb. Coal Cap.  
Model 820-B—100 lb. Coal Cap.

Heats all day and night WITHOUT refueling! Over a MILLION in use!

WARM MORNING burns any kind of coal, coke or briquets. Your home is WARM every MORNING when you awake, because of the patented, exclusive interior construction of the WARM MORNING—yet you need start a fire but once a year. Gives you continuous comfort and substantial savings yearly.

Amazing Patented Interior Makes it the ONLY Heater of its Kind in the World—Entirely different—but so simple you see at once why WARM MORNING outsells all other coal heaters.

**DEALER'S NAME** D-10

**MODERN, LOW-COST, HEAT**  
*Made to*  
*Measure for*  
*Millions!*

Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATER**

More than a million users throughout America depend on the amazing heat-producing qualities and economy of WARM MORNING Coal Heaters. Only Heater of its kind in the world! Exclusive patented interior construction produces a abundance of clean, healthful heat... with big fuel savings. You need start a fire but once a year. The WARM MORNING heats all day and all night without on cloud draft. Semi-automatic magazine feed. Burns any kind of coal, coke or briquets.

Your home is WARM every MORNING regardless of the weather. For modern convenience, WARM MORNING'S are the lowest-cost dependable heat, measure! Come in today.

Model 616—60 lb. Coal Cap.  
Model 818—100 lb. Coal Cap.  
Model 820-A—100 lb. Coal Cap.  
Model 820-B—100 lb. Coal Cap.

**DEALER'S NAME** D-16

**YOU'LL WANT ONE, TOO**  
the minute you see Model  
616—the new, square

**WARM MORNING**  
**COAL HEATER**

Name Reg. in U.S. and Can. Pat. Off.  
More than a Million  
WARM MORNING'S in Use!

Only 37½ inches high and 16½ inches square, WARM MORNING Model 616 holds 60 lbs. of coal—supplies quick, radiant, healthful heat for small homes, cabins, offices, etc. Makes an excellent heater for the second floor of a two-story dwelling.

Start a fire but once a year. Heats all day and night without refueling. No more getting up nights to feed a fire or early rising to start one. You wake up WARM every MORNING, regardless how severe the weather. Burns cheapest grades and sizes of coal. Gets maximum heat from every pound! See it today—you'll want one, too!

See the Amazing Patented Interior

Also 3 Other Models  
100 to 200 lb. Coal Capacity

**A Revelation in Modern Heating at**  
**DEALER'S NAME** D-4

**For**  
**LOWEST**  
**COST**  
**DEPENDABLE**  
**HEAT**

GET THE  
**NEW MODEL 818**  
**WARM MORNING**  
**COAL HEATER**

Enjoy clean, healthful, dependable heat when and where you want it... and save on fuel! See the latest in modern heating equipment... the new model 818 WARM MORNING Coal Heater. It's a beauty in appearance... glistening brown porcelain enamel finish with chrome trim... a beauty in performance. Burns any kind of coal, coke or briquets. Your Home is WARM every MORNING!

► Holds 100 lbs. of Coal.  
► Heats All Day and Night Without Refueling.  
► Patented Interior Construction.

**WELL Gladly Demonstrate!**  
**DEALER'S NAME** 105-D

**YES! thousands more**  
**will be made this**  
**year... BUT TO GET ONE**  
**... BETTER HURRY!**

We're getting our full quota this year, but remember, exclusive, patented, interior construction makes WARM MORNING the only heater of its kind that can be bought. They sell like "hot-cakes!" See them now—See why.

Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATER**

Heating Sensation of the Nation!

Burns any kind of coal, coke, briquets or wood. Heats all day and night without refueling. Start a fire but once a year. Your home is WARM every MORNING, regardless of the weather. Models to fit nearly every heating requirement. No more getting up nights to feed fire or early morning rising to start a fire. You make sizeable fuel savings too, all winter, while enjoying luxurious WARM MORNING comfort every minute. Over a million in use.

Model 616—60 lb. Coal Cap.  
Model 818—100 lb. Coal Cap.  
Model 820-A—100 lb. Coal Cap.  
Model 820-B—100 lb. Coal Cap.

**DEALER'S NAME** D-8

**FILLS THE WHOLE HOUSE**  
**WITH WINNING WARMTH**  
like music fills the air!  
*That's the Amazing*  
Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATER**

Amazing...because its exclusive, patented interior construction gives you clean, rich-flowing, steady warmth all winter long. You need start a fire but once a year. Burns any kind of coal, coke or briquets. Gives you continuous maximum comfort per pound. Your home is WARM every MORNING when you awake—regardless of weather.

**Heats all day and night**  
**—WITHOUT refueling**

No more getting up nights to feed a fire, or early rising to start one. Get that extra rest—bask in WARM MORNING comfort while you dream. Lowest cost dependable heat that can be bought!

**Over a MILLION in Use!**  
Be among the fortunate folks to get a WARM MORNING this year. Come in now—while we still have them for prompt delivery.

Model 616—60 lb. Coal Cap.  
Model 818—100 lb. Coal Cap.  
Model 820-A—100 lb. Coal Cap.  
Model 820-B—100 lb. Coal Cap.

**See the Only Heater of its Kind in the World at**  
**DEALER'S NAME** D-18

**More Than a**  
**MILLION—**  
*Enjoy*  
Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATERS**

Yes, "way past a Million" users all over America enjoy the modern convenience... the amazing economy of the WARM MORNING! Only heater of its kind in the world. Amazing, patented interior construction produces an abundance of enjoyable, healthful heat... with big fuel savings. Burns any kind of coal, coke or briquets. Semi-automatic magazine feed. Heats all day and night without refueling. Start a fire but once a year! The lowest-cost dependable heat you can buy. Come in today and see the amazing WARM MORNING Coal Heaters.

Model 820-A—100 lb. Coal Cap.  
Model 820-B—100 lb. Coal Cap.

**DEALER'S NAME** D-9

**Relax**  
*in a WARM HOME*  
*this Winter*

You'll enjoy cozy comfort...real relaxation...from the clean, healthful heat of a WARM MORNING. Exclusive, patented interior construction results in an abundance of warmth...and big fuel savings. It's the lowest cost dependable heat you can buy.

The WARM MORNING heats all day and all night without refueling. You need start a fire but once a year. Semi-automatic magazine feed. Burns any kind of coal, coke or briquets. Only heater of its kind in the world. Come in today and let us show you amazing WARM MORNING'S!

Name Reg. in U.S. and Can. Pat. Off.  
**WARM MORNING**  
**COAL HEATER**

Model 616—60 lb. Coal Cap.  
Model 818—100 lb. Coal Cap.  
Model 820-A—100 lb. Coal Cap.  
Model 820-B—100 lb. Coal Cap.

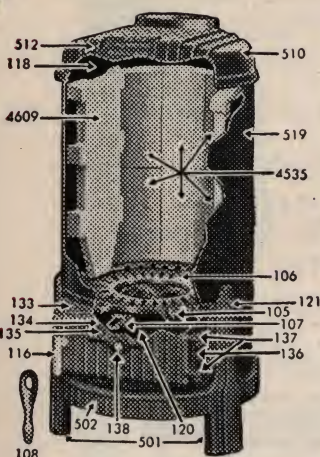
**DEALER'S NAME** D-11



## Be Sure Your Name Reg. **WARM** in U.S. and Can. Pat. Off. **MORNING** **COAL HEATER**



*Is Ready for the Winter Season*

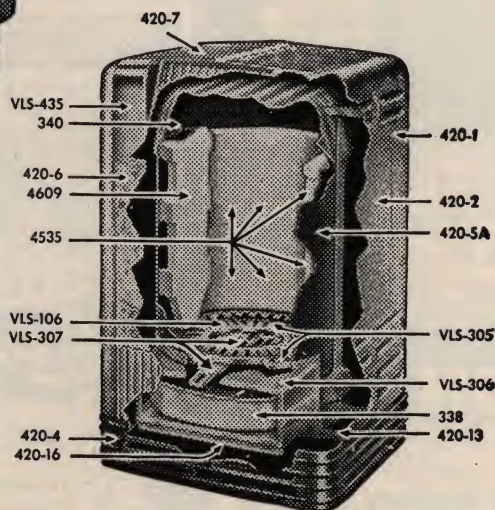


Before the cold winds start blowing, make certain your WARM MORNING Coal Heater is in first-class working order. Replace worn or broken parts now.

### We Can Supply You with **GENUINE PARTS** for All Models

Get the full benefit of WARM MORNING's plentiful heat at low cost.

We carry a good supply of genuine WARM MORNING parts for prompt service to owners of these popular heaters. Come in anytime. We'll be glad to help keep your WARM MORNING performing smoothly... for best results!



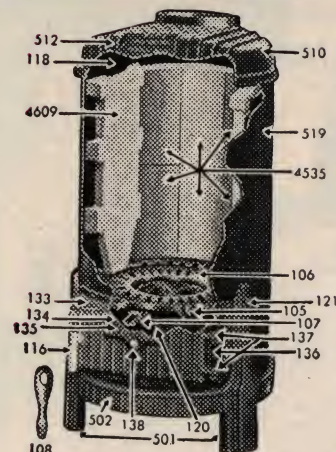
**DEALER'S NAME**

(120-D)

Ad No. 120-D — 2 cols. x 8"

Additional parts ads also  
available promptly upon request

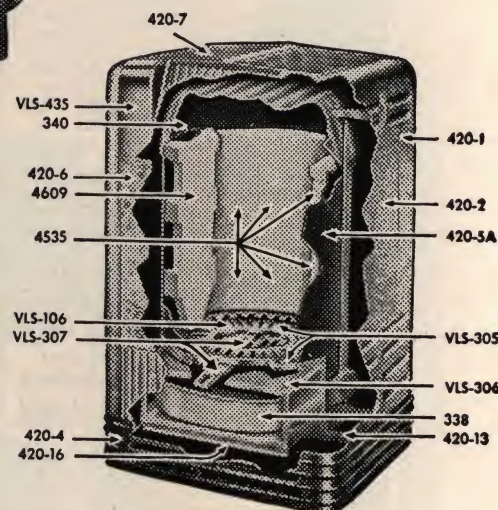
## We Can Supply GENUINE PARTS Name Reg. in U.S. and Can. Pat. Off. for **WARM MORNING** **COAL HEATERS**



Keep your WARM MORNING Coal Heater at peak heating efficiency. Make sure all parts are in first-class condition. If you need replacement parts for your WARM MORNING Coal Heater you can get them from us... promptly!

### Parts for All Models

We carry a large supply of genuine WARM MORNING parts. Come in anytime. We'll be glad to help you keep your WARM MORNING performing smoothly... for best results!



Come in for Further Information  
**DEALER'S NAME**

(121-D)

Ad No. 121-D — 2 cols. x 8"

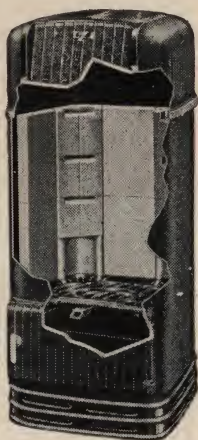


# Use These Cuts for Making Up Your Own Ads

In addition to these and the separate cuts shown on preceding pages, we will gladly supply larger or smaller cuts as desired for any WARM MORNING heater. Please be sure to specify whether you want cuts for newspaper advertising or for printed matter in order that we may send cuts of correct screen.



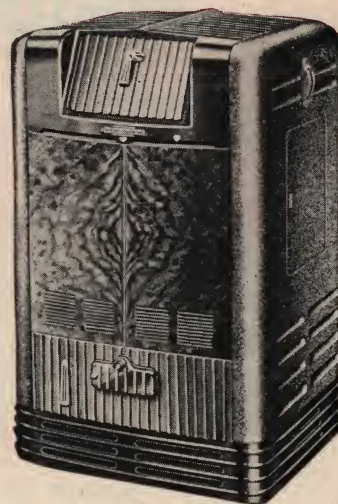
Cut No. 801



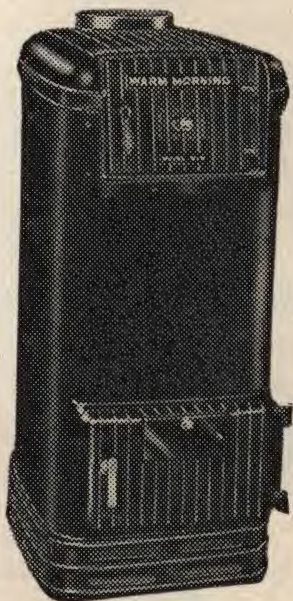
Cut No. 802



Cut No. 803



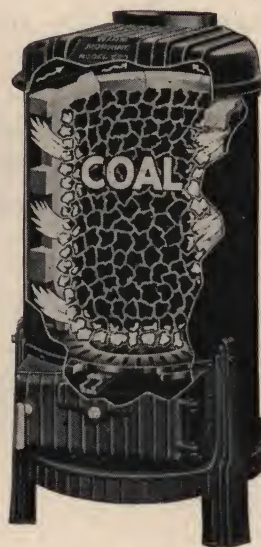
Cut No. 201



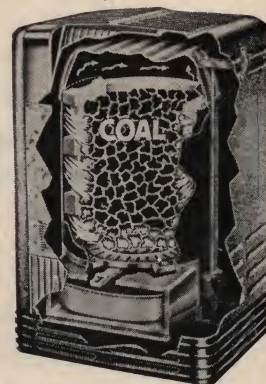
Cut No. 600



Cut No. 102



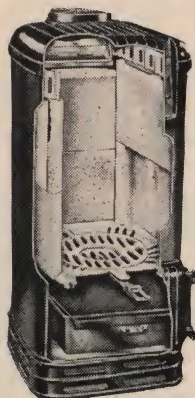
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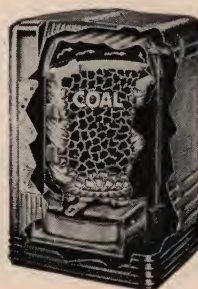
Cut No. 205



Cut No. 601



Cut No. 602



Cut No. 206



Cut No. 203



# Attractive Literature That Helps You Sell MORE!

## *These Silent Salesmen Will Bring You Extra Profits at Small Cost*

It's hard to beat folders for sure-fire, inexpensive advertising. The Warm Morning array of folders is complete—one covering all current models in a single folder; also an individual folder which features each heater manufactured.

All illustrate the heaters in color and give pertinent facts why Warm Morning Heaters do such an outstanding job of heating. You can use them along with statements and other types of mailings, and make your postage carry its full load.

All folders are furnished on our cooperative plan, at a fraction of their actual cost, and for a slight additional charge we will imprint the folders with your firm name, address and telephone number. Start building a genuine prospect list today, by ordering a supply of these folders—and mail them frequently.

The Tested and Proved Way  
to Carry Your Sales Message  
Right Into the Homes of Prospects



# This Colorful NEW Full-Line Folder Is a Convincing Sales Producer

## FOLDER NO. 100

This beautiful folder at the left illustrates all current WARM MORNING models. It is packed full of the sales-producing facts your customers want to know about the heaters. Distribute them every chance you get, and watch your sales increase. (See cooperative cost prices below.)

## FOLDER NO. 90 (Below)

It requires but a few minutes to send this attractive self-mailer to your prospect list. All you need to do is address by typewriter or long-hand and affix postage stamp.

## COOPERATIVE PRICES

On Folders Nos. 90 and 100

|                 | Without<br>Imprinting<br>of your name | With<br>Imprinting<br>of your name |
|-----------------|---------------------------------------|------------------------------------|
| 250 .....       | \$1.25                                | \$2.00                             |
| 500 .....       | 2.50                                  | 3.25                               |
| 1000 .....      | 4.75                                  | 6.25                               |
| Add'l M's ..... | 4.75 per M                            | 6.25 per M                         |

Folders are shipped from Kansas City carrying charges prepaid.

Please be sure to specify folder by number when ordering, and state whether or not they are to be imprinted.



Acclaimed by More  
Than a MILLION Users!





America's  
Most Beautiful  
COAL HEATER



*New* MODEL 818  
**WARM MORNING**  
COAL HEATER

## New Sales Folder on the Model 818

### FOLDER NO. 95

A folder as beautiful as the Model 818 itself. Illustrates both exterior and interior. Put a quantity of these sales builders to work today. They are as dependable for results as the 818 is for producing plenty of healthful heat.

#### COOPERATIVE PRICES

|                 | Without<br>Imprinting<br>of Your Name | With<br>Imprinting<br>of Your Name |
|-----------------|---------------------------------------|------------------------------------|
| 250 .....       | \$1.00                                | \$1.75                             |
| 500 .....       | 1.75                                  | 2.65                               |
| 1000 .....      | 3.00                                  | 4.15                               |
| Add'l M's ..... | 3.00 per M                            | 4.15 per M                         |

All folders are shipped open account to rated dealers. We pay shipping costs.

Please be sure to specify folder by number when ordering, and state whether or not they are to be imprinted.

## New Convincing Folder on the Model 616

### FOLDER NO. 62

Low cost, effective advertising for a low cost, effective heat producer. Let your customers know about the 616 through this attractive folder. You'll be surprised at the many uses customers can find for this "Little Giant" of a heater.

#### COOPERATIVE PRICES

|                 | Without<br>Imprinting<br>of Your Name | With<br>Imprinting<br>of Your Name |
|-----------------|---------------------------------------|------------------------------------|
| 250 .....       | \$1.00                                | \$1.75                             |
| 500 .....       | 1.75                                  | 2.65                               |
| 1000 .....      | 3.00                                  | 4.15                               |
| Add'l M's ..... | 3.00 per M                            | 4.15 per M                         |

Presenting the  
New "616"  
**WARM MORNING**  
COAL HEATER



**A REVELATION**  
in LOW-COST  
HEATING SERVICE



# This Special Folder Gives Facts About Model 420-A

## FOLDER NO. 40 (Right)

Use this silent salesman in all your outgoing mail and keep a supply on your counter for interested prospects. Does a big job at small cost. (See co-operative prices below.)



# An Attractive Folder on the 520-B

## FOLDER NO. 52 (Below)

Tells things your prospects want to know about the Model 520-B, the most popular radiant WARM MORNING Heater. These folders should more than pay their way by bringing people into your store. Get some in the mail as soon as possible.

### COOPERATIVE PRICES

On Folders Nos. 40 and 52

|                 | Without<br>Imprinting<br>of Your Name | With<br>Imprinting<br>of Your Name |
|-----------------|---------------------------------------|------------------------------------|
| 250 .....       | \$1.00                                | \$1.75                             |
| 500 .....       | 1.75                                  | 2.65                               |
| 1000 .....      | 3.00                                  | 4.15                               |
| Add'l M's ..... | 3.00 per M.                           | 4.15 per M                         |

All folders are shipped open account to rated dealers. We pay shipping costs.

Please be sure to specify folder by number when ordering, and state whether or not they are to be imprinted.



**Start  
a Fire  
But Once a Year!**



Model 420-A

**WARM  
MORNING  
COAL HEATER**

*with Built-in Draft Regulator*

*"My Home is WARM Every MORNING When I Get Up"*



**HEATS  
ALL DAY and  
ALL NIGHT  
Without  
Refueling**



**WARM MORNING COAL HEATER**

MODEL 520



# BIG BROTHER MODEL 524 B

**Warm Morning**  
Name Reg. in U. S. and Can. Pat. Off.  
**COAL HEATER**

*Holds 200 lbs. of Coal!*

## PLENTY OF HEAT FOR

- Warehouses
- Schools
- Churches
- Lodge Halls
- Stores
- Factories
- Large Homes
- Garages



## This Folder Sells More Draft Regulators for You

### FOLDER NO. 85

Here's an excellent folder to send customers who are using a Model 120 or 520 Warm Morning. You'll be surprised how easy it is to sell Draft Regulators once customers know about them. This folder tells the story—quickly, inexpensively.

### COOPERATIVE PRICES

|                 | Without<br>Imprinting<br>of Your Name | With<br>Imprinting<br>of Your Name |
|-----------------|---------------------------------------|------------------------------------|
| 250 .....       | \$1.00                                | \$1.75                             |
| 500 .....       | 1.75                                  | 2.65                               |
| 1000 .....      | 3.00                                  | 4.15                               |
| Add'l M's ..... | 3.00 per M.                           | 4.15 per M.                        |

## Designed to Sell the "Big Brother" Model 524-B

### FOLDER NO. 10

You can uncover many prospects for this big heater by sending along the Big Brother folder with your mailings. There are thousands of customers who do not know that a 200 lb. Warm Morning is manufactured. There's no better way of letting them know than mailing this proven sales producer.

### COOPERATIVE PRICES

|                 | Without<br>Imprinting<br>of Your Name | With<br>Imprinting<br>of Your Name |
|-----------------|---------------------------------------|------------------------------------|
| 250 .....       | \$1.00                                | \$1.75                             |
| 500 .....       | 1.75                                  | 2.65                               |
| 1000 .....      | 3.00                                  | 4.15                               |
| Add'l M's ..... | 3.00 per M.                           | 4.15 per M.                        |

All folders are shipped open account to rated dealers. We pay shipping costs.

Please be sure to specify folder by number when ordering, and state whether or not they are to be imprinted.

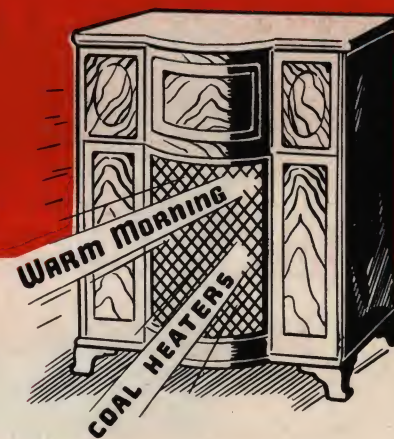


for **GREATER HEATING COMFORT and CONVENIENCE**



# RADIO ANNOUNCEMENTS

## ... Designed to Sell and To Bring Customers to Your Store



A considerable number of WARM MORNING dealers have used local radio advertising with highly satisfactory results. The following continuities are reprinted here merely in the hope that they may prove helpful to those dealers who use radio advertising and should any WARM MORNING dealer desire additional copy suggestions for radio announcements, they will be supplied promptly upon request.

Would you like to wake up in a WARM home every MORNING this winter—if you would, the (NAME OF DEALER) recommends that you come in and place your order for a WARM MORNING Coal Heater right away. The famous WARM MORNING Coal Heater that is being used by more than a million of users throughout the nation gives truly remarkable performance. Semi-automatic, magazine feed, holds 100 pounds of coal—heats all day and night without refueling and you need start a fire but once a year. WARM MORNING Heaters produce the lowest cost, dependable heat money can buy. Don't be misled by similar designs or names—be sure to get the genuine WARM MORNING Coal Heater. See it on display right away at the (NAME OF DEALER).

How many of my listeners can answer this question?

What heater that burns coal has brought to home owners the first major stove improvement in 53 years?

Well, the answer is WARM MORNING Coal Heater . . . spelled W-A-R-M M-O-R-N-I-N-G. And it has proved to be such an amazing heater that already there are more than a million in use. There is no other heater of its kind in the world.

The secret of WARM MORNING'S remarkable heating efficiency and economy is in its patented interior construction . . . entirely new and different.

The WARM MORNING holds 100 pounds of coal, which is fed semi-automatically from a magazine. It burns any kind of coal, coke, briquets. And even in the coldest weather it heats all day and all night without refueling.

See the WARM MORNING at (.....) while he still has these amazing heaters available.

The amazing new heater that has made history all over the Nation is now available at (.....).

It's the famous WARM MORNING Coal Heater, introducing the first major stove improvement in 53 years . . . patented interior construction principles which result in remarkable heating efficiency and surprising fuel economy. Already there are more than a million of these WARM MORNING Heaters in use. Never before such a heater . . . the only one of its kind in the world.

Remember the name, spelled W-A-R-M M-O-R-N-I-N-G . . . and look inside and see the difference: It holds 100 pounds of coal. Burns any kind of coal, coke, briquets. Heats all day and night without refueling . . . in coldest weather. Your home is WARM every MORNING when you get up.

See the WARM MORNING today. (.....) will show you its many amazing features.

If it's dependable heat you are looking for, the (NAME OF DEALER) has the remedy. It's the new, remarkable, patented WARM MORNING Coal Heater—the heater that holds 100 pounds of coal, burns any kind of coal, coke or briquets—heats all day and night without refueling and gives you far superior combustion and more complete radiation.

It's the only heater of its kind in the world—that's why the (NAME OF DEALER) urge you to come in and see a genuine WARM MORNING before you buy any kind of a heating stove.

For just a few seconds we want to tell you about a most amazing new kind of coal heater.

It's the WARM MORNING Coal Heater...spelled W-A-R-M M-O-R-N-I-N-G . . . and its amazing improvements have brought a remarkable, new, economical heating service to families the length and breadth of America!

The secret of WARM MORNING'S tremendous success is the result of new, patented, interior construction principles. It's the only heater of its kind in the world! It burns any kind of coal, coke or briquets . . . heats all day and night without refueling . . . requires very little attention. Amazingly economical on fuel!

Right now (.....) has WARM MORNING Heaters available. See them at once . . . don't wait until cold weather comes. Look inside . . . see the difference! And remember the name—WARM MORNING.

If you want to quit worrying about being cold this winter due to fuel shortages other than coal, investigate WARM MORNING Coal Heaters.

And if you want to burn less fuel and get more heat with less work . . . be sure to see the WARM MORNING Coal Heater at your dealer's right away!

Remember that name . . . spelled W-A-R-M M-O-R-N-I-N-G because it has introduced entirely new, patented, interior construction principles in a coal heater. The WARM MORNING is so amazingly efficient and economical that already there are hundreds of thousands of these heaters in use!

The WARM MORNING holds 100 pounds of coal and fuel is fed semi-automatically from its storage magazine. Burns any kind of coal, coke, briquets. Heats all day and all night without refueling. Your home is WARM every MORNING when you awaken . . . regardless of how cold the weather.

See the WARM MORNING today . . . while (.....) has it in stock!

Are you provoked on cold winter mornings when you have to get up and rekindle the fire? If starting fires bothers you, don't fail to see the amazing WARM MORNING Coal Heaters now on display at the (NAME OF DEALER). When you own a WARM MORNING, you need start a fire but once a year. It heats all day and night without refueling—in fact, holds fire for several days on checked draft. Its patented construction features have amazed hundreds of thousands of users. For real heating comfort and satisfaction plus low cost, dependable heat, we suggest that you drop in at the (NAME OF DEALER) today and place your order for a genuine WARM MORNING Coal Heater.

Here is a news-worthy note to every householder who uses a heating stove—the (DEALER'S NAME) now have for immediate delivery, a limited number of the famous WARM MORNING Coal Heaters—a patented heating stove that is being used by more than a million throughout the United States. It is semi-automatic—holds 100 pounds of coal—burns any kind of coal, coke or briquets—no clinkers. Heats all day and night without attention. Burns coal—the dependable fuel.

If you want to start a fire but once a year, be sure to call at the (DEALER'S NAME) and examine this amazing coal heater. Be sure you get the genuine WARM MORNING.



# FLASHY HANDBILLS

*A Low-Cost Way to  
Get Your Message Into Homes*

## **This One Features Model 520-B**

Here's another economical and profitable way to let folks know that your store is headquarters for WARM MORNING Heaters. Pass them door to door, put them in motor cars. Printed on assorted colors of poster paper. Low cooperative prices make it a decidedly economical advertising medium. Dealer's cost is only \$2.50 per 1000 in any quantity—imprinting, if desired, \$1.25 per order extra. Sent open account, postage paid.

**Get More Out of Your**

**Warm Morning**

## **Another Handbill Featuring Model 420-A**

Same as shown above, but featuring Cabinet Model 420-A. This inexpensive method of advertising brings highly profitable results for many WARM MORNING dealers, printed on assorted colors of poster paper. Low cooperative prices make it an economical advertising medium. Dealer's cost is only \$2.50 per 1000 in any quantity—imprinting, if desired, \$1.25 per order extra. Sent open account, postage paid.





## BOOK MATCHES Are Good Sales Builders

### STANDARD SIZE

These "standard" size WARM MORNING Book Matches are printed in full color with a special glossy finish known as "Mirro Gloss." Each case has 2,500 books of matches. Each folder has liberal space for imprinting your name, address and telephone number. Your cost on our cooperative basis only \$7.00 per case, plus carrying charges you pay when matches are delivered. Delivery requires 4 to 6 weeks.

Your name on every folder gives you modern, effective, inexpensive advertising. Order several cases today from your Wholesale Distributor, or write Locke Stove Company direct.

### DOUBLE OR "BILLBOARD" SIZE

Now we can supply you beautifully designed "Billboard" size WARM MORNING matches. They have a special glossy finish, known as "Mirro Gloss," which makes them one of your most distinctive pieces of advertising. Printed in full color. Liberal space for imprinting your firm name, address, telephone number and slogans. Minimum order for imprinting—2 cases. Your cost on our cooperative plan, \$8.50 per case. Packed 1,200 books to the case. Sent carrying charges collect. Delivery requires 4 to 6 weeks.

Order through your Wholesale Distributor or direct from Locke Stove Company.



# POINT-OF-SALE MATERIAL

## *That Gets Sales Action Right on the Spot*

### *Colorful Window Trims that Stop People ... Bring Customers Into Your Store*

Merchandising records all over the nation prove that attractive window trims, featuring nationally advertised products, do a super job of selling. That's why we provide two colorful window trims for WARM MORNING heaters. They are easy to attach, and will pay big dividends by stopping passersby . . . and getting these sales prospects into your store.

Window trims tie in effectively with WARM MORNING national advertising—also your local newspaper advertising. Don't fail to make window trims a definite part of your WARM MORNING advertising program.

### *Display Pennants and Counter Cards Create Interest That Leads to Sales*

A complete line of point-of-sale advertising material is available to all WARM MORNING dealers. Display pennants, counter cards, life-size displays, X-Ray type displays—all of these fix the attention of your customers on WARM MORNING heaters when they are shopping in your store. Then, the WARM MORNING "Stick-On" labels are one of the most unusual types of silent salesmen—they stick right on the heaters without marring the finish, can be removed easily, tell customers the facts they want to know about WARM MORNINGS. Don't overlook these effective aids when planning your WARM MORNING merchandising program.

**Keep These Silent Salesmen  
Working for You at Small Pay**



# New "STICK-ON" LABELS

## Emphasize Sales Points!

A brand new advertising novelty that will attract plenty of attention. They work like tire-patch. Peel off the protective covering, and there's an adhesive which sticks a sales story right onto any model stove. They can be used on your show window, too. Fact is, they'll stick anywhere, without marring the surface.

An assortment of 12 stickers is furnished dealers for our very low cooperative price of only 35c per set. Order a set today from your distributor or from Locke Stove Company, and see how easy and effective it is to use these "Stick-On" Labels.



They Catch Customer's Eye . . . Talk for You!





# Attention-Demanding **LARGE DISPLAYS!**

for FLOOR DISPLAY • DISPLAY BOOTHS • COUNTY FAIRS

## Actual Displays in 6 Colors You'll Be Proud to Use Them

The dynamic large, colorful display illustrated at the left is so made and die-cut that it is readily attached to Model 818 and gives the impression of a full life-sized display.

This display is bound to arrest the attention of all who enter your store. It will add to the attractiveness of any exhibit. It is one of the most effective silent salesmen you can put in your store.

It is expertly made, and is equipped with easels. Requires only a minute to install. It is supplied on a cooperative cost basis to WARM MORNING dealers at \$1.25 each.

Order one of these sales producers from your Wholesale Distributor or direct from Locke Stove Company. Sent postpaid on open account to rated dealers.

### Ask for Display 8-A

{ A similar display is also available for  
Model 616. Your cooperative price  
only \$1.25 . . . Ask for Display 6-A }

## This Colorful **Life-Size** Fits Model 520-B

Your customers will look twice at this young lady, who is calling attention to the WARM MORNING Model 520-B. It is full life-size and processed in 6 sparkling colors. It can be put on a 520-B WARM MORNING in just a few moments. It is sturdily built for long service and has the necessary easels for stability. Our cooperative price is only \$2.95. Order from your Wholesale Distributor or direct from Locke Stove Company.

**ASK FOR  
DISPLAY  
5-A**





# Another Sparkling **LIFE-SIZE** Store Display!

## A FORCEFUL SALESMAN for YOU



**WARM MORNING**  
COAL HEATER

**START A FIRE  
BUT  
ONCE A YEAR!**

- ✓ Semi-Automatic Magazine Feed
- ✓ Holds 100 lbs. of Coal
- ✓ Burns Any Kind of Coal, Coke or Briquets
- ✓ No Clinkers
- ✓ Has Built-in Automatic Draft Regulator
- ✓ Assures a Substantial Fuel Saving
- ✓ Requires Less Attention Than Most Furnaces

*More than a Million in use throughout the Nation*

**HEATS ALL  
DAY and NIGHT  
WITHOUT  
REFUELING!**

**MODEL 420-A**

**ACTUAL DISPLAY IN  
6 BRILLIANT COLORS  
40" x 60"**

**ASK FOR DISPLAY 4-A**

An interest compelling sales aid for the Model 420-A. Can be seen and read at a distance. Ideal for display room or window use. Also exceptionally good for county fairs and other such exhibits. Simply hook onto heater. Stays in place. A high quality, durable, long-lasting display.

Only \$2.95 on our cooperative cost plan. Order through your WARM MORNING distributor or direct from Locke Stove Company.



# Colorful Display Pennants

PRINTED BOTH SIDES

4 PENNANTS • 8 MESSAGES

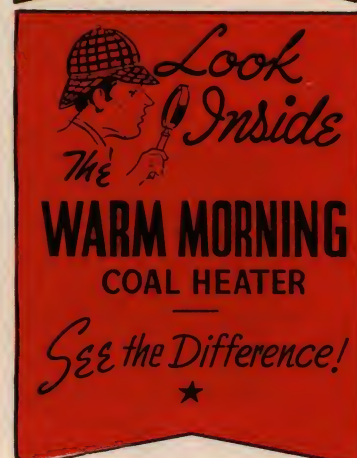
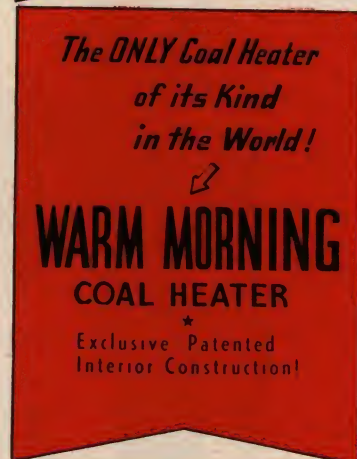
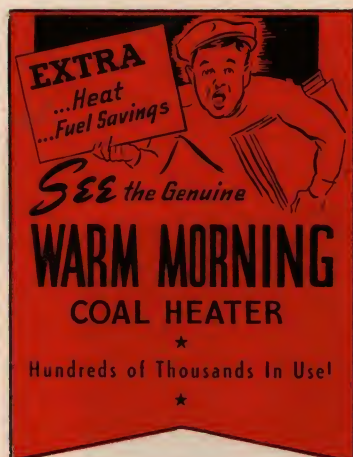
Assorted colored poster paper printed both sides. These pennants make splendid colorful store or exhibit displays. They are just the thing to dress up county fair exhibits and displays—make a splendid store display strung on cord or wire.

There are four pennants to the set—eight different messages. A combination of seven colored papers are used assuring you a colorful combination.

## COOPERATIVE PRICES

|                              |        |
|------------------------------|--------|
| 25 Sets, 100 Pennants.....   | \$1.00 |
| 50 Sets, 200 Pennants.....   | 2.00   |
| 100 Sets, 400 Pennants.....  | 3.75   |
| 250 Sets, 1000 Pennants..... | 9.25   |

Pennants shipped direct from the printer, postpaid on open account to rated dealers. Order from your distributor or direct from Locke Stove Company.





# Bright WINDOW TRIMS Attract Customers



Ask for Window Trim No. 101

## Attaches Direct to Glass of Your Store Window



Ask for Window Trim No. 202

If you like unusual windows—windows that do a real selling job for you, we highly recommend these two sets of WARM MORNING window trim.

Each set consists of 10 pieces which are easily attached directly to the glass and when properly placed with an actual stove sitting in the center of the show window, makes a display of which you can well be proud. The main piece (Trim No. 101) is 20 inches by 65 inches. The 2 corner pieces 24 inches by 36 inches. The 6 arrows are 7 inches by 17 inches and the floor streamer 8 inches by 50 inches. The complete set of 10 pieces is available to any WARM MORNING dealer on a cooperative cost basis at \$1.25 per set.

Trim No. 202 is equally attractive. Also consists of 10 pieces and is available at \$1.15 on our cooperative cost basis.

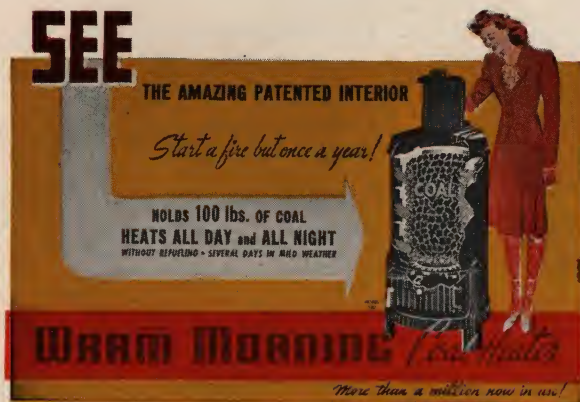


# Beautiful New Counter Displays

EASEL-BACK—FULL COLOR. These counter cards are your low cost "point of sale" contact. They work for you every minute your store is open. The actual cards are much more colorful than illustrated here, being lithographed in black, red, yellow, blue and brown.



Size 12"x18"—Display No. 556



Size 12"x18"—Display No. 526

A striking counter or window card lithographed in 4 colors. Makes customers stop, look and ask questions. Available for only 20c—a fraction of its actual cost.

## NEW Full Line Counter Display

Every heater in the WARM MORNING line is illustrated in full color on this compelling counter card. It lets customers know that there is a WARM MORNING manufactured for every heating need. You can't beat it for inexpensive, effective advertising. Only 20c on our cooperative cost basis.



Size 12"x18"—Display No. 426

This good-looking 5-color lithographed display will help boost your sales of the popular 420-A WARM MORNING Heater. Mounted on heavy cardboard with easel, takes up very little space. Available on cooperative cost basis—only 20c.

A colorful 12" x 18" combination display card featuring Models 420-A and 520-B also available, but not illustrated. Display No. 456—20c each.



Size 22"x28"—Display No. 546

## A SALES-Producing 22" x 28" Combination Counter Card

The 4 brilliant colors used to produce this 22"x28" combination counter card will cause customers to stop and make further inquiry about WARM MORNINGS. It is an inexpensive way to build up your prospect list. Put one on your counter and watch it work. Only 35c on our cooperative cost plan.

### SPECIAL OFFER

One each all 5 Displays described on this page only \$1.00. Order from your Wholesale Distributor or direct from Locke Stove Company.



# Novel, Attention Getting X-RAY DISPLAYS



Size 24" x 44"

Ask for X-Ray 520

## Featuring Model 520-B

A spectacular window or store display. Equipped with flasher button and electric cord. Merely insert 40 watt light bulb and insert cord in electric outlet. Light flashes on and off, revealing the interior construction of the heater.

It's unusual. A real stopper.

Lithographed in 6 colors and mounted on heavy board. Only \$2.00 each on our co-operative cost plan. Order through your WARM MORNING distributor or from Locke Stove Company.



Size 28" x 44"

Ask for X-Ray 420-A

## Featuring Model 420-A

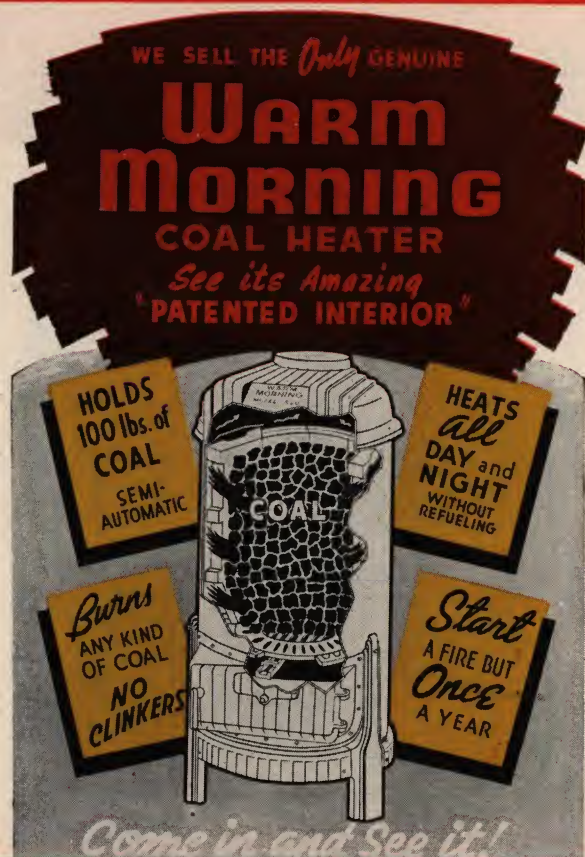
The 420-A X-Ray sign is constructed of the same material and in the same manner as the Model 520-B.

It is a splendid advertisement day or night. This display has met with universal favor and has been used with equal success in store windows and exhibit booths.

It is supplied at a fraction of its cost—only \$2.00 postpaid. Sent open account to rated dealers. Order through your WARM MORNING distributor or direct from Locke Stove Company.



# Brilliant Outdoor Water Repellent Poster



**In 5 Bright Colors**

**... for Outside Display**

The actual poster is reproduced in 5 bright colors on a sturdy sheet of special water-repellent paper, 35"x45" in size. Especially good for tacking on outside of office—also effective for use inside window. Supplied through WARM MORNING distributors or direct at 15c each.

**Ask for Display WR-3**

## A Sparkling Display for Model "A" Automatic Draft Regulator



**Builds Extra Sales of  
Draft Regulators**

This practical, good-looking display card provides for the actual display of a WARM MORNING "Model A Automatic Draft Regulator." Speeds up sales of the Regulator to your old customers, while bringing many inquiries about new WARM MORNING stoves. Reproduced on heavy easel-back cardboard size 22"x28". Only 40c through your WARM MORNING distributor or order direct from Locke Stove Company.

**Ask for Display R-2**



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500

# **SOUTHERN COAL CO., INC.**

*America's Largest Distributor of the Genuine Warm Morning Coal Heater*

**ATLANTA — BIRMINGHAM — CHARLOTTE — CHICAGO  
KNOXVILLE — LOUISVILLE — MEMPHIS  
NASHVILLE — NEW ORLEANS — ST. LOUIS**